Sales Management
THE MAGAZINE OF MARKETING

UNIVERSITY OF MICHIGAN
MAY 20 1952
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SURVEY OF BUYING POWER

New Exclusive Estimates

POPULATION • RETAIL SALES • EFFECTIVE BUYING INCOME

• and INDUSTRIAL POTENTIALS •

Subject Indexes	1, 3, 5, 621	Industrial Section	54-81
Sources and Suggested Uses	15-51	Farm List Section	97-114
Pictographs	57, 82 to 102, 628, 631	Summary All Data	186
200 Leading Counties	114-138	County-City Data by States	188-618
200 Leading Cities	142-166	Territories and Canada	618-657
Metropolitan County Areas	168-183	Contents Copyrighted.	See page 35

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MAY • 10 • 1952

these markets are bigger than you think

City limits don't stop your advertising message when it's carried on the powerful signals of leading radio and television stations. For example, these radio and TV markets account for over 50% of all U. S. retail sales.

Let us fill in these blanks with new Sales Management data

For the latest information on the size of *each* market, you'll need the new data from Sales Management's 1952 "Survey of Buying Power," *computed to match station coverage areas.*

We'll be glad to give you this data, at no obligation, to fill in the following tables for the stations represented by NBC Spot Sales:

STATION AND MARKET	1952 SM data by one-tenth millivolt area					
	Population	Families	Effective Buying Income	Retail Sales	Food Sales	Drug Sales
WNBT New York						
WNBQ Chicago						
KNBH Los Angeles						
WNBW Washington						
WNBK Cleveland						
WPTZ Philadelphia						
WBZ-TV Boston						
WRGB Schenectady-Albany-Troy						

↑ **TELEVISION**

↓ **RADIO**

STATION AND MARKET	1952 SM data by total BMB daytime area					
	Population	Families	Effective Buying Income	Retail Sales	Food Sales	Drug Sales
WNBC New York						
WMAQ Chicago						
KNBC San Francisco						
WRC Washington						
WTAM Cleveland						
KOA Denver						
WGY Schenectady-Albany-Troy						

NBC Spot Sales

Call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, N. Y. and ask for "Sales Management Data by Station Coverage Areas."

New York Chicago Cleveland San Francisco Hollywood

Sales Management
THE MAGAZINE OF MARKETING

SURVEY OF BUYING POWER, MAY 10, 1952

CONTENTS

INTRODUCTORY FEATURES

Significant Trends 13
Editorial Foreword, Explanation of Data 15
Typical Application of the Survey 36

STATE SUMMARIES

Tables

Summary of All Data by States and Sections 188

Pictographs

Net Effective Buying Income in 1951—State Totals and Per Family 82
Retail Sales in 1951—State Totals and Per Family ... 84
Food Store Sales in 1951—State Totals and Per Family 86
General Merchandise Store Sales in 1951 – State Totals and Per Family 90
Furniture-Household-Radio Store Sales in 1951 – State Totals and Per Family 92
Drug Store Sales in 1951 – State Totals and Per Family 94
Automotive Store Sales in 1951—State Totals and Per Family 96
The Nation's Major Industries, 1951 over 1947 57
The Farmer Is Bigger Than Wall Street 98
Gross Cash Income from Farming—State Leaders in 1951 102

COUNTY, CITY, SUMMARY TABLES

Population, Sales, Income Data by Metropolitan Counties 168
Data for 200 Leading Counties, beginning 114
Data for 200 Leading Cities, beginning 142
Gross Cash Farm Income by States and Counties ... 97
Industrial Data by Counties 54

POPULATION

SOURCES for population and households: 1950 Census of Population and 1950 Census of Housing with projections to 1952 by SM based upon government and private studies.

State and National

State and Sectional Summary 186

County and City

Population and Rank, 200 Leading Counties, SM Estimates 116
Population and Rank, 200 Leading Cities, SM Estimates 142
Growth Trends of 200 Largest Counties, SM Estimates 134

EFFECTIVE BUYING INCOME

SOURCE: Estimates by SM based upon government national data on disposable income, income payments by state, Federal tax collections, relationships of retail sales and income, etc.

State and National

State and Sectional Summary 186
Effective Buying Income Per Family in 1951. *Pictograph* 82

County

Total Net, 200 Leading Counties 118
Per Family, 200 Leading Counties 120
Per Capita, 200 Leading Counties 122

City

Total Net, 200 Leading Cities 144
Per Family, 200 Leading Cities 146
Per Capita, 200 Leading Cities 150



Retail Advertising Linage in The Detroit Free Press

More Than Doubled in Ten Years**

which indicates at least TWO THINGS...

1 That The Detroit Free Press is doing a mighty good job of producing RESULTS for the Detroit Retail advertiser.

2 That Detroit itself is a MIGHTY MAJOR, CONTINUOUSLY EXPANDING MARKET for any kind of merchandise or service.

** In 1951, The Detroit Free Press printed 10,794,740 lines of retail advertising, an increase of 102.9% over 1941. Its increase over 1950 linage was 19% GREATER THAN THAT OF ANY OTHER DETROIT NEWSPAPER.

The Detroit Free Press

JOHN S. KNIGHT, PUBLISHER

Story, Brooks & Finley, Inc., National Representatives

CONTENTS—Continued

RETAIL SALES

SOURCE: 1948 Census of Business and projections to 1951 by SM based on Department of Commerce national sales data, sales tax collections, Federal Reserve data.

State and National

State and Sectional Summary 186
Retail Stores in 1951—State Totals and Per Family. *Pictograph* 84
Food Store Sales in 1951—State Totals and Per Family. *Pictograph* 86
General Merchandise Store Sales in 1951 — State Totals and Per Family. *Pictograph* 90
Furniture-Household-Radio Store Sales in 1951 — State Totals and Per Family. *Pictograph* 92
Drug Store Sales in 1951 — State Totals and Per Family. *Pictograph* 94
Automotive Store Sales in 1951—State Totals and Per Family. *Pictograph* 96

County

Total, 200 Leading Counties 124
Food Store, 200 Leading Counties 126
General Merchandise Store, 200 Leading Counties .. 129
Furniture - Household - Radio Store, 200 Leading Counties 130
Automotive Store, 200 Leading Counties 128
Drug Store, 200 Leading Counties 132
Growth Trend, 200 Leading Counties 138

City

Total, 200 Leading Cities 152
Food Store, 200 Leading Cities 154
General Merchandise Store, 200 Leading Cities 158
Furniture - Household - Radio Store, 200 Leading Cities 160
Automotive Store, 200 Leading Cities 162
Drug Store, 200 Leading Cities 164

FARM MARKET DATA

SOURCES for gross cash income from farming: 1950 Census of Agriculture Projected to 1951 by state data or cash receipts from farm marketing by the Bureau of Agricultural Economics, Department of Agriculture.

Gross Cash Farm Income by States and Counties ... 97
State Leaders in 1951 — Gross Cash Income from Farming. *Pictograph* 98
The Farmer is Bigger than Wall Street. *Pictograph* .. 102
The 200 Counties Leading in Gross Cash Farm Income 114

INDUSTRIAL DATA

SOURCES: Number of plants and "value added by manufacture" from 1947 Census of Manufacturers with the latter projected to 1951 through analysis of Social Security payroll data for 1949, Census Bureau data for 1950 and BLS data through 1951.

Leading Industrial County Markets 54
The Nation's Major Industries, 1951 over 1947. *Pictograph* 57
"Value Added" 1951, by Leading Counties for 19 Industry Groups: Food; Tobacco; Textile Mill Products; Apparel; Lumber; Furniture; Paper; Printing and Publishing; Chemicals; Petroleum and Coal; Rubber; Leather; Stone, Clay and Glass; Primary Metals; Fabricated Metal Products; Machinery; Electrical Machinery; Transportation Equipment; and Instruments ..58 through 81

WHOLESALE SALES

SOURCE: 1948 Census of Business for "merchant wholesalers" with 1951 projection by SM.

Wholesale Sales, 200 Leading Cities 166

TERRITORIAL DATA

Hawaii 618
Puerto Rico 619
Alaska 620

CANADIAN DATA

The Canadian Market 623
Sample Analysis of Canadian Province, County and City 626
Summary of Canadian Data 633
Population Is More Concentrated in Canada. *Pictograph* 628
Fewer Cities, Greater Sales Concentration. *Pictograph* 628
10 Canadian Cities and their U. S. A. Counterparts. *Pictograph* 631

INDEX TO COUNTY-CITY DATA

Alphabetical 658
(Since County-City data tables are arranged alphabetically by States, an Index grouping States by Sections is also provided)
Sectional 5

When you take off and interpret the 1952 SM survey figures

DO IT WITH THIS WORK-SAVING REMINGTON RAND EQUIPMENT!



THE KARDEX SALEMASTER

FOR SUMMARIZING SALES TERRITORY POTENTIALS

An invaluable aid to Sales Managers. Kardex SALEMASTER *signals* salient facts instantly with regard to territory, performance of salesmen, as well as sales, orders, and quotas for each account. Cards and Kardex panels are interchangeable for each territory. SALEMASTER portfolios come in brown, cowhide zipper case.



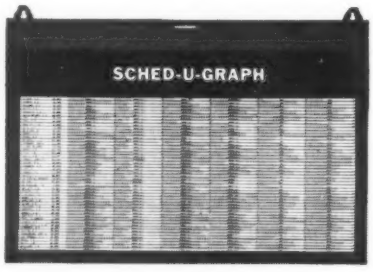
THE PRINTING CALCULATOR

FOR SWIFT COMPUTING OF SALES PERCENTAGES

. . . because it's the only calculator that figures percentages *automatically* — with printed proof.

. . . because it's completely electrified for speed and simple to operate, too.

. . . because it does all your other figure work, with every factor printed on the tape—your proof of figure accuracy.



SCHED-U-GRAPH

FOR CHARTING SALES PERFORMANCE AGAINST QUOTA

The new, 100% *graphic* control that shows where any business stands by *interrelating* the facts of its sales progress. Indexed by salesmen, territories, branch office, or retail outlet, SCHED-U-GRAPH brings all-over accomplishments by product or line classification out into the open—charts them for quick, accurate analysis.



PUNCHED-CARD MACHINES

FOR MARKET ANALYSES . . . SALES ANALYSES

Our Punched-Card Record Service can prepare these reports for you in our office on a cost-for-work-done basis. This gives you the amazing economy resulting from punched-card speed whenever you need these special reports. Remember also, with Remington Rand you can rent *or buy* the machines themselves.

Remember... only Remington Rand INC can do a complete job!

For complete information, call the nearest Remington Rand Business Equipment Center

SECTIONAL INDEX BY STATES

	County-City Data	Map
NEW ENGLAND		
Connecticut	225	225
Maine	328	332
Massachusetts	336	336
New Hampshire	406	406
Rhode Island	522	523
Vermont	581	582
MIDDLE ATLANTIC		
New Jersey	408	418
New York	422	423
Pennsylvania	501	512
EAST NORTH CENTRAL		
Illinois	267	268
Indiana	283	284
Michigan	358	360
Ohio	466	476
Wisconsin	607	612
WEST NORTH CENTRAL		
Iowa	294	300
Kansas	306	310
Minnesota	370	372
Missouri	381	386
Nebraska	397	397
North Dakota	464	464
South Dakota	532	534
SOUTH ATLANTIC		
Delaware	236	236
District of Columbia	236	236
Florida	238	240
Georgia	252	254
Maryland	333	333
North Carolina	448	450
South Carolina	527	527
Virginia	585	589
West Virginia	600	605
EAST SOUTH CENTRAL		
Alabama	188	188
Kentucky	314	315
Mississippi	379	379
Tennessee	537	538
WEST SOUTH CENTRAL		
Arkansas	196	198
Louisiana	322	323
Oklahoma	486	488
Texas	546	550
MOUNTAIN		
Arizona	194	195
Colorado	221	221
Idaho	263	264
Montana	394	396
Nevada	404	405
New Mexico	420	420
Utah	578	581
Wyoming	616	617
PACIFIC		
California	200	204
Oregon	496	501
Washington	593	598
TERRITORIES		
Hawaii	618	...
Alaska	619	...
Puerto Rico	620	...
DOMINION OF CANADA		
Alberta	654	653
British Columbia	655	657
Manitoba	652	653
Newfoundland	635	634
New Brunswick	635	634
Nova Scotia	633	634
Ontario	644	649
Prince Edward Island	633	634
Quebec	636	642
Saskatchewan	654	653

CUSTOMIZED MARKET RESEARCH Enables You to ACT ON FACT

WHAT IS CUSTOMIZED RESEARCH?

When you call on Gould, Gleiss & Benn, you get individual attention. Your marketing problem is analyzed by experienced research executives who know how to make research produce results. They will examine your problem and plan a comprehensive program designed to gather all the facts.

When the type of research needed is determined, competent G.G.&B. field personnel, specially trained in every phase of market research, will execute the survey and analyze the results giving you a clear understanding of the situation . . . enabling you to intelligently map your marketing strategy with FACTS, not guesses, as your guide.

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For further information on what quality market research can do for you, phone or write your nearest G.G.&B. office. You'll get friendly, cooperative service.

Write for your FREE copies of our two brochures: "The Store Audit" and "The Test Market."

GOULD, GLEISS & BENN, INC.

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Marketing Consultants • Market Research • Sales Analysis • Sales Planning

SM

EXECUTIVE OFFICES, 386 Fourth Avenue
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ABC NBP

May 10, 1592 Volume 66 No. 11

Sales Management

SURVEY OF BUYING POWER, MAY 10, 1952

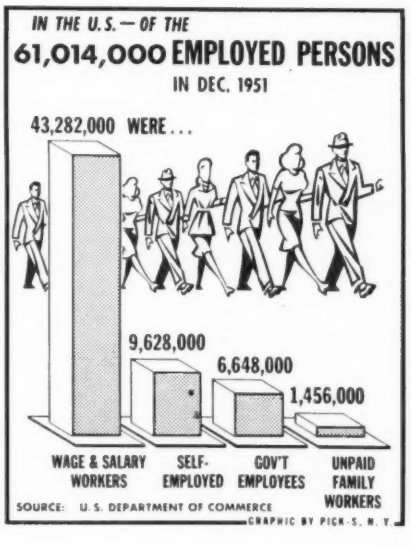
To secure a full understanding of this Survey, read these introductory articles before attempting to use the state-county-city-metropolitan area data pages. They explain the methods and techniques used, meaning of the headings, the sources, limitations if any, and illustrations of how the data are used by subscribers in solving a variety of sales and advertising problems.

Once again in 1952 the *Survey of Buying Power* offers to American marketing executives the most accurate and up-to-date set of market statistics in a 23-year history, extending back to 1929. The new *Survey*, however, represents a particularly significant advance in the volume, quality and accuracy of data available for the analysis of consumer, industrial and farm markets.

The new *Survey* represents first, the enormous labor of digesting the results of the five post-war Censuses of Population, Housing, Business, Manufacturing and Agriculture. Much of this data has not yet been *officially* released, but has been purchased by SALES MANAGEMENT in photostat form. Secondly, the Census "benchmark" data, which relate to past years, such as 1947 for the Census of Manufactures, 1948 for retail and wholesale trade, 1949 for agriculture and 1950 for population and housing, have been painstakingly projected to account for all changes through 1951. In this sense the *Survey of Buying Power* constitutes the most ambitious effort exer expended by the editors of SALES MANAGEMENT to "bring the Census up to date."

The need for such revision of Census data has become particularly evident in the past year when the impact of the defense program greatly accelerated divergences from the national trends in countless numbers of localities. Thus there are many areas, such as Paducah, Ky., and Augusta, Ga., in which huge government construction expenditures have made Census market data hopelessly out-of-date. Again, reactivation of scores of military camps have practically overnight created local boom conditions which eclipse those of 1941, when it had been necessary to build military installations from scratch. Again, defense output creates widely divergent trends. Cities like Pittsburgh and Bethlehem, with steel operation at full capacity, were forging ahead in early '52 of those defense centers like Detroit, still beset with the problems of transition from civilian to military output. In other civilian production areas, divergent trends in the output of soft goods or hard goods create more regional variation. All these shifting industrial currents have been subjected to the most detailed scrutiny and embodied in the statistics published here.

Thus the conditions for marketing both industrial and consumer goods are in a constant state of flux, and the consequent need for new data has never been more urgent. In the fulfillment of this need we feel that the accuracy of our past estimates has been sufficiently attested to by comparison with Census results to warrant the heavy responsibility which has been increasingly placed on us over the past two decades.



PART I

NEW FEATURES OF THE 1952 SURVEY

The most important innovation of the 1952 *Survey* is, of course, the introduction of a new industrial section which is fully described elsewhere (page 54). We are also presenting a separate section devoted to the farm market (page 97). These introductory notes refer then to the basic statistical data on the consumer markets of the United States, Canada, Alaska, Hawaii and Puerto Rico in the year 1951.

New Census Data

As has been true of the past three *Surveys of Buying Power*, a host of newly released Census data has been digested and incorporated into our city and county estimates during the past year, including (1) final population data and some preliminary data on median income from the 1950 Census of Population; (2) preliminary data on families (i.e., occupied dwelling units) from the 1950 Census of Housing, and (3) preliminary data on cash farm income from the 1950 Census of Agriculture.

Withheld Data

With respect to the data on retail and wholesale sales in 1951, we took great pains to make estimates in many areas where information had been withheld in the 1948 Census of Busi-

Mister PLUS extends a welcome



Two years ago, after a pioneer research job involving over half a million interviews in 42 states, Mister PLUS formally welcomed sales-minded management to *Home Town America.* As the animated trade mark of MBS, he was armed with unprecedented data on a land of 11,000,000 radio families in 325 markets... where Mutual has the only network voice in town, and *outdraws all other voices combined.*

This sort of pioneering—besides opening direct routes to more profitable sales throughout a vital fourth of the U.S.—has made Mister PLUS prime spokesman for audience information in all those areas where Mutual is the only practical medium of effective selling.

Accordingly, to serve sales-minded management still further in '52, a second study is now at work—expanded throughout all of *Non-TV America.* This one calls for more than a million interviews in all 48 states, to determine the listening habits of nearly 16,000,000 radio families in 400 markets beyond reach of television—including Mutual-only markets, and those we share with one or more other networks.

Results of this mammoth research are still in the hands of the tabulators, but Mister PLUS is happy to extend this advance welcome to management, to explore with him these latest contributions to the knowledge of reaching people and selling goods with radio...

throughout non-TV America



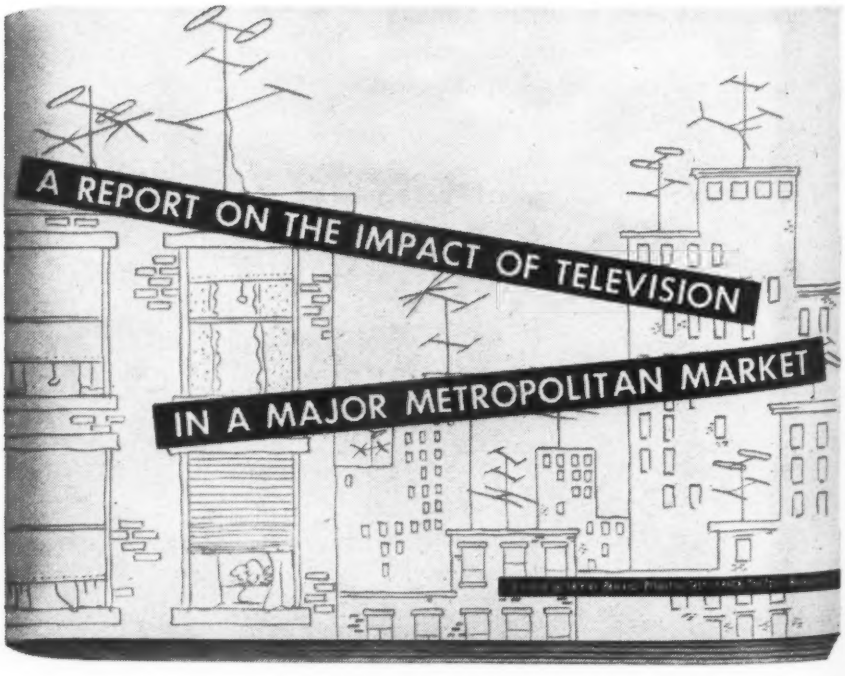
FIRST PUBLIC RELEASE:

How TV is media habits in a large

In the Spring of 1951, the New York University Workshop on the Cartoon Narrative undertook this extensive study on a research grant from Puck—The Comic Weekly.

Design and supervision of the study, and interpretation of its findings, were placed in the hands of C. Wright Mills, an eminent member of the graduate faculty in sociology at Columbia University. The drawing of the sample, and the field interviewing were entrusted to the National Opinion Research Center of the University of Chicago.

One gratifying result of this study is the docu-



(Booklet 12" x 9")

affecting other metropolitan region...

mentation of the phenomenal impact of Sunday Comics. It helps to explain why America's most sagacious advertisers, including many of the best sellers in their fields, continue their consistent use of Puck–The Comic Weekly and Sunday Comics.

Highlights of the results, which are as valid as the most rigorous standards of research technique can make them, are now ready for release in the 35-page booklet pictured below.

Write now to: Puck–The Comic Weekly, 63 Vesey Street, New York 7, New York.

Included are:

Media Habits
How TV Affects Media Habits
Time Spent on Media
How Education Affects Media Habits
Patterns of Exposure to Mass Media on Sundays
TV Media Quiz
A detailing of some of the 19 chapters that comprise the complete report of more than 400 pages.



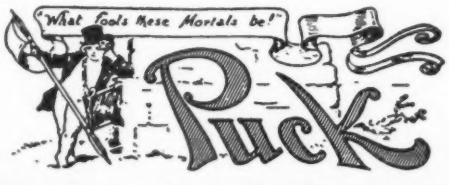
Professor C. Wright Mills of Columbia University:

"I should like to express publicly my appreciation to the people of PUCK who, after making their problem clear to us, withdrew and left us alone to work it out as we wanted. They've never tried to tell us how to do research. For this unhampered opportunity to find out more about the mass media as a force in American life, I am grateful to them."



Professor Harvey Zorbaugh of New York University:

"Eighty percent of adult Americans read comics, as do ninety percent of their children. The popularity of its entertainment content continues to grow. Its effectiveness is rapidly increasing the variety of communication uses to which it is being put."



THE COMIC WEEKLY

The Only NATIONAL Comic Weekly — A Hearst Publication

63 Vesey St., N. Y., Hearst Bldg., Chicago, 1207 Hearst Bldg., San Francisco

It has changed bedmaking habits

A specialty item wins a mass market

From time immemorial, women have had to remake beds completely every day—from the bottom up. For generations, sheets were flat. So they had to be smoothed, straightened and tucked in on four sides.

Then Pacific Mills developed a revolutionary new bottom sheet, the Contour Sheet*, with mitered corners "built in."

Because of its nonskid slip cover design it stays tucked and tight for keeps.

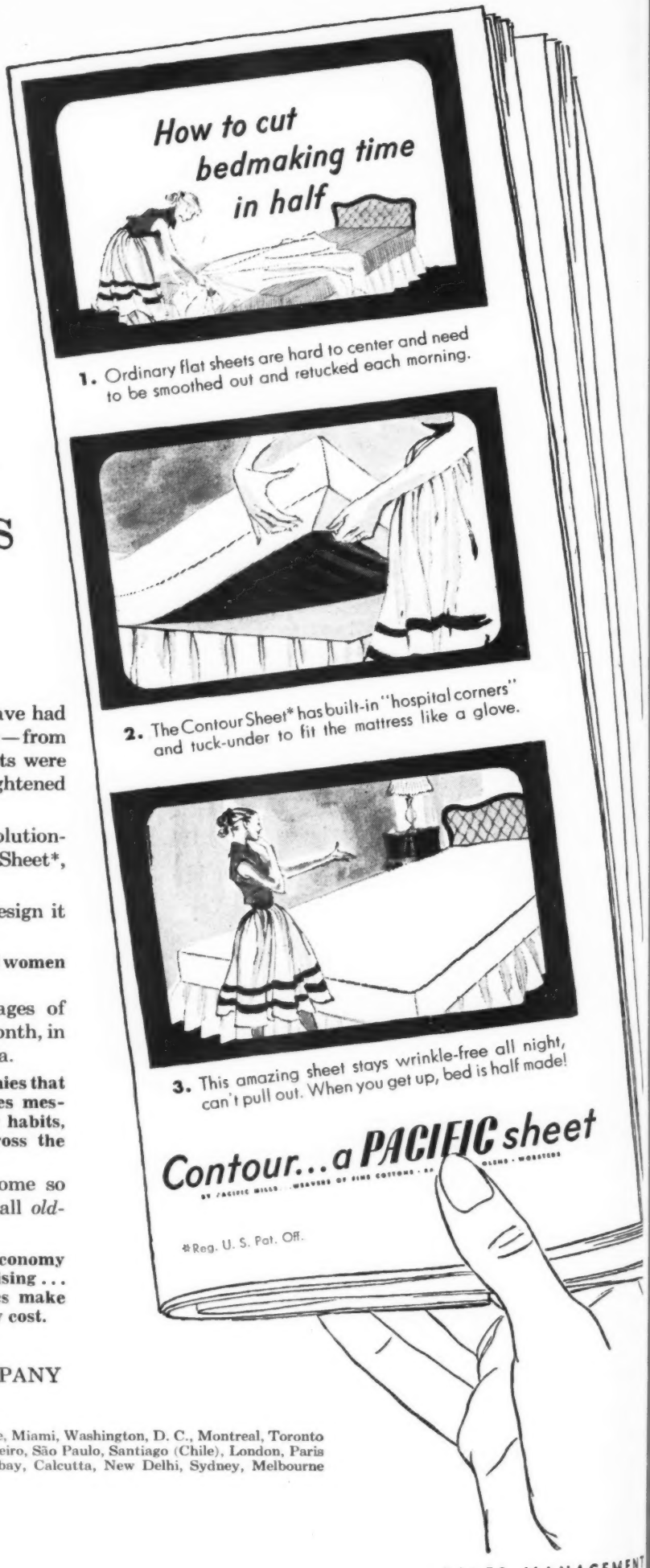
These advantages were real. But would women want to buy a sheet so different?

Advertising explained the advantages of the new Contour Sheet, month after month, in carefully selected women's mass media.

And by taking advantage of the economies that come from this mass production of sales messages, Pacific Mills changed bedmaking habits, made Contour Sheets a best seller across the nation!

In fact, Contour Sheets have become so universal that the trade must now call *old-style* sheets "*flat*" sheets.

Thus our client gets effectiveness and economy through mass selling technics of advertising . . . just as his mass manufacturing technics make the product itself widely available at low cost.



J. WALTER THOMPSON COMPANY

420 Lexington Avenue, New York 17, N. Y.

Chicago, Detroit, San Francisco, Los Angeles, Seattle, Miami, Washington, D. C., Montreal, Toronto Mexico City, Buenos Aires, Montevideo, Rio de Janeiro, São Paulo, Santiago (Chile), London, Paris Antwerp, Milan, Johannesburg, Cape Town, Bombay, Calcutta, New Delhi, Sydney, Melbourne

SIGNIFICANT TRENDS

As seen by the Editor of SALES MANAGEMENT *for the year ending December 31, 1951*

13 STATES EQUAL TWO-THIRDS OF SALES

Almost exactly one-third of the U. S. A. retail sales volume is to be found in four states:

New York	11.40 %	Pennsylvania	6.98
California	8.22	Illinois	6.43
			33.03

And another third is found in the next nine states:

Ohio	5.51 %	Missouri	2.64
Texas	5.44	Indiana	2.63
Michigan	4.97	Wisconsin	2.38
New Jersey	3.50	Minnesota	2.04
Massachusetts	3.35		32.46

leaving 34.51% for the remaining 35 states and the District of Columbia.

THE 200 LARGEST CITIES AND COUNTIES

	Cities % of U.S.A.	*Counties % of U.S.A.*
Population	34.4881	54.8459
Effective Buying Income, Net	44.0642	66.1502
Retail Sales, Total	48.0957	62.9896
Food Store Sales	44.6243	63.7663
General Merchandise Store Sales	65.6468	71.6788
Furn.-House.-Radio Store Sales	55.1237	67.1355
Automotive Store Sales	44.2232	58.0138
Drug Store Sales	51.4829	66.2728
Wholesale Sales	81.2486	———
Farm Income	———	26.5014

TOP TEN STATES IN PERCENTAGE GAINS

	Population, Inc. 1952 over 1942		Retail Sales 1951 over 1941
California	62	Arkansas	345
Arizona	60	Mississippi	214
Nevada	55	Oregon	200
Florida	54	North Dakota	197
Washington	47	Texas	194
Oregon	47	South Dakota	174
New Mexico	33	Oklahoma	173
Maryland	33	Indiana	162
Utah	31	Louisiana	159
Virginia	28	Missouri (and N.C.)	155

STATES NEAREST U.S.A. PER FAMILY AVERAGES

EBI	Nebraska—Wisconsin
Total Retail	Florida—Ohio
Food	Nevada—Wyoming
General Merchandise	West Virginia—Wisconsin
Furniture-Household-Radio	Oregon—Massachusetts
Automotive	Illinois—Vermont
Drug	Kansas—Indiana

"VALUE ADDED" Per Plant, 1951

(By Census classifications and in thousands of dollars)

20 Food Products	$278.0	32 Stone, Clay, Glass	328.0
21 Tobacco Products	747.7	33 Primary Metal Industries	1,788.0
22 Textile Products	747.2	34 Fabricated Metal Products	439.0
23 Apparel Products	147.0	35 Machinery Products	623.0
24 Lumber Products	134.0	36 Electrical Products	1,481.0
25 Furniture Products	232.0	37 Transportation Equipment	2,984.0
26 Paper Products	957.0	38 Instrument Products	713.0
27 Printing & Publishing	189.0	39 Miscellaneous	202.0
28 Chemical Products	858.0	All Industry	434.0
29 Petroleum & Coal Products	1,803.0		
30 Rubber Products	2,170.0		
31 Leather Products	300.0		

HIGHEST RATING STATES IN QUALITY

Quality of Market Index (Buying Power Quota divided by Population percentage) is a measurement of a unit's purchasing ability as compared with the nation's. An index of 110, for example, means that the people of that state (or county, or city) have an average buying power potential which is 10% better than the nation's. The 10 states where sales should be most above average are:

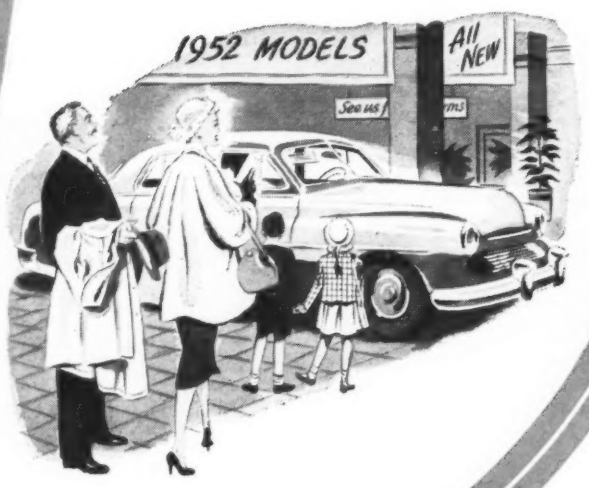
District of Columbia	140	California	114
Connecticut	120	Illinois	114
Nevada	120	New Jersey	113
New York	115	Michigan	112
Delaware	115	Wyoming	112

THE TOP TEN SALES STATES—PER FAMILY

Total		Food		Gen'l Mdse.		Furn.-House-Radio		Automotive		Drug	
D. of C.	$6185	D. of C.	$1246	D. of C.	$930	D. of C.	$307	Wyo.	$948	D. of C.	$276
Del.	4408	Conn.	1078	Ill.	573	Del.	259	D. of C.	904	Nev.	192
Wyo.	4120	N. J.	1054	Utah	509	N. J.	223	N. D.	869	Mich.	146
Mich.	4011	N. Y.	1048	Col.	493	N. Y.	220	Mich.	853	Col.	140
N. D.	4006	Mass.	1043	Minn.	488	Calif.	217	Nev.	827	Fla.	131
Conn.	3979	N. H.	1017	Ore.	477	Conn.	215	Del.	779	Ariz.	128
Nev.	3968	Mich.	975	Mo.	475	Utah	213	Tex.	769	Mo.	121
N. Y.	3842	Me.	921	Penn.	475	Ariz.	200	Ida.	760	Conn.	120
Neb.	3736	Penn.	909	Ariz.	468	Penn.	193	S. D.	751	Wyo.	120
Mass.	3734	R. I.	888	Texas	450	Fla.	187	Kans.	747	Miss.	116

Philip Salisbury, *Editor*

Pathfinder sells ideas where ideas are wanted





People buy ideas first . . . sales of merchandise follow. By its editorial content, Pathfinder seeks out people who are looking for ideas. Twice each month, to a nationwide family audience of thinking men and women, Pathfinder brings news and views on products and people, business and Government.

No other magazine of comparable character majors in Pathfinder's market . . . a market where more than half the home-owning families of America live . . . families who have great needs and great buying power.

If you sell products or services through ideas, Pathfinder will extend your coverage into an important new market of thinking people. That is why an ever-increasing number of important companies are adding Pathfinder to their national advertising programs.

Graham Patterson
Publisher
Washington Square, Phila. 5, Pa.

Reach More Thinking Americans . . . Buy Pathfinder

Sales Management

SURVEY OF BUYING POWER, MAY 10, 1952

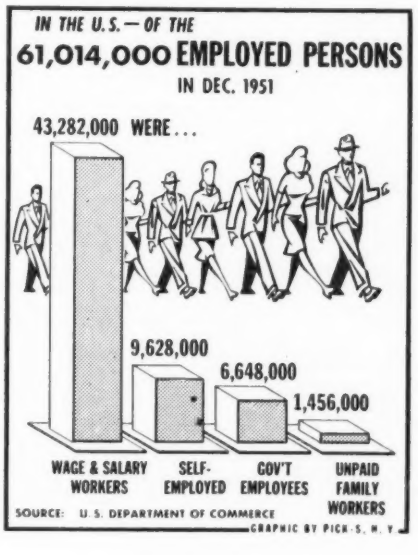
To secure a full understanding of this Survey, read these introductory articles before attempting to use the state-county-city-metropolitan area data pages. They explain the methods and techniques used, meaning of the headings, the sources, limitations if any, and illustrations of how the data are used by subscribers in solving a variety of sales and advertising problems.

Once again in 1952 the *Survey of Buying Power* offers to American marketing executives the most accurate and up-to-date set of market statistics in a 23-year history, extending back to 1929. The new *Survey*, however, represents a particularly significant advance in the volume, quality and accuracy of data available for the analysis of consumer, industrial and farm markets.

The new *Survey* represents first, the enormous labor of digesting the results of the five post-war Censuses of Population, Housing, Business, Manufacturing and Agriculture. Much of this data has not yet been *officially* released, but has been purchased by SALES MANAGEMENT in photostat form. Secondly, the Census "benchmark" data, which relate to past years, such as 1947 for the Census of Manufactures, 1948 for retail and wholesale trade, 1949 for agriculture and 1950 for population and housing, have been painstakingly projected to account for all changes through 1951. In this sense the *Survey of Buying Power* constitutes the most ambitious effort exer expended by the editors of SALES MANAGEMENT to "bring the Census up to date."

The need for such revision of Census data has become particularly evident in the past year when the impact of the defense program greatly accelerated divergences from the national trends in countless numbers of localities. Thus there are many areas, such as Paducah, Ky., and Augusta, Ga., in which huge government construction expenditures have made Census market data hopelessly out-of-date. Again, reactivation of scores of military camps have practically overnight created local boom conditions which eclipse those of 1941, when it had been necessary to build military installations from scratch. Again, defense output creates widely divergent trends. Cities like Pittsburgh and Bethlehem, with steel operation at full capacity, were forging ahead in early '52 of those defense centers like Detroit, still beset with the problems of transition from civilian to military output. In other civilian production areas, divergent trends in the output of soft goods or hard goods create more regional variation. All these shifting industrial currents have been subjected to the most detailed scrutiny and embodied in the statistics published here.

Thus the conditions for marketing both industrial and consumer goods are in a constant state of flux, and the consequent need for new data has never been more urgent. In the fulfillment of this need we feel that the accuracy of our past estimates has been sufficiently attested to by comparison with Census results to warrant the heavy responsibility which has been increasingly placed on us over the past two decades.



PART I

NEW FEATURES OF THE 1952 SURVEY

The most important innovation of the 1952 *Survey* is, of course, the introduction of a new industrial section which is fully described elsewhere (page 54). We are also presenting a separate section devoted to the farm market (page 97). These introductory notes refer then to the basic statistical data on the consumer markets of the United States, Canada, Alaska, Hawaii and Puerto Rico in the year 1951.

New Census Data

As has been true of the past three *Surveys of Buying Power*, a host of newly released Census data has been digested and incorporated into our city and county estimates during the past year, including (1) final population data and some preliminary data on median income from the 1950 Census of Population; (2) preliminary data on families (i.e., occupied dwelling units) from the 1950 Census of Housing, and (3) preliminary data on cash farm income from the 1950 Census of Agriculture.

Withheld Data

With respect to the data on retail and wholesale sales in 1951, we took great pains to make estimates in many areas where information had been withheld in the 1948 Census of Busi-

ness for fear of disclosing the operations of individual outlets. The editors of SALES MANAGEMENT, while mindful of the reasons for this limitation on the Census Bureau, feel that no such limitation need be placed on the work of a private agency. In addition we have had many complaints from sales research organizations concerned with national distribution who found it impossible to arrive at 100% totals because of the many small, but annoying, omissions due to withheld data. Therefore, at considerable expense, our research staff has made the necessary calculations for all categories of retail sales for all cities listed in the *Survey of Buying Power*, and for all counties, with respect to total sales, food sales, general merchandise sales and drug sales. These estimates required first that for each area we estimate the average sales per outlet in the Census year 1948, based on the corresponding averages in contiguous areas of similar economic character. We then multiplied these averages by the number of outlets (one, two or more in some cases) whose sales figures had been withheld, thus creating an estimate for the Census year which could then be projected to 1951 in the same manner as other Census data (see page 22).

Sometimes this process of estimating necessarily focuses attention on a single large outlet in a particularly striking fashion. One example will be found in the case of the town of Menands, N. Y., with only 2.5 thous. persons, but which we credit with a general merchandise sale of over $51 million in 1951, reflecting the location in that town (just outside the Albany city limits) of a single large mail order and general merchandise outlet.

Wholesale Sales

One basic change in the *Survey* data affects our estimates of wholesale sales for cities. Here we discarded our past estimates and confined our new data to sales of "merchant wholesalers" only, thus eliminating the operations of manufacturers' sales branches, petroleum bulk stations and terminals, agents, brokers and assemblers. Merchant wholesalers, as defined by the Census Bureau, "consist of establishments usually known as wholesalers, distributors or jobbers, primarily engaged in buying, taking title to, and where customary, physically storing and handling goods, and selling the goods at wholesale principally to retailers and to industrial and commercial users."

"Merchant wholesalers" represent in general those who sell to retailers the merchandise covered in the 5 store categories for which retail sales estimates are provided. The figures are therefore more realistic than the old "wholesalers" figures which included many inter-industry sales from one manufacturer to another.

New Cities

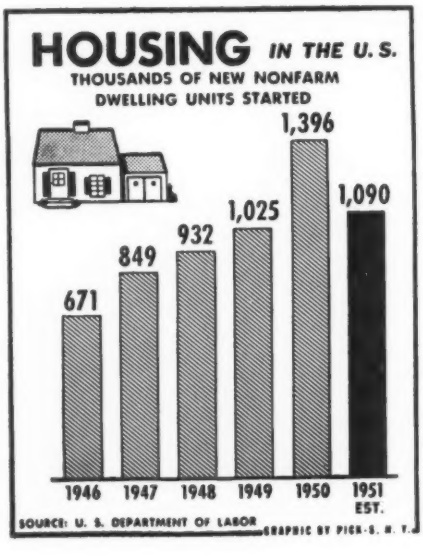
Twenty-eight cities have been added to those covered in the 1951 *Survey of Buying Power*, bringing the total number in the 1951 *Survey* to 1,648. By and large we include every incorporated city having $10 million or more of retail sales in the 1948 Census of Retail Trade. In addition, however, we include some cities that may not have qualified in 1948 but which are now nevertheless recognized as important urban marketing centers, and also unincorporated towns, as for example: Greenwich, Conn.; Manchester, Conn.; Sanford, Me.; Los Alamos, N. M.; Hempstead and North Hempstead townships, N. Y.; Oyster Bay, N. Y.; Kannapolis, N. C.; Oak Ridge, Tenn.; Snyder, Texas; and Richland, Washington.

New State Maps and Code

All state maps have been redrawn and with these new features: (A) a locating code system (see first column following county names in data section and letters-numerals on borders of maps), (B) counties shaded to show importance in Effective Buying Income, (C) relative size of cities in population, (D) approximate scale of miles.

Number of Retail Outlets

Another new statistical feature of the 1952 *Survey* is the inclusion of 1948 Census data on the number of outlets by cities in the major groupings—food, general merchandise, home furnishings, radios and appliances, automotive and drug. This information is included in the alphabetic listing of cities preceding the county-city data for each state. We present the Census data because it is not possible to get reliable current information on the number of outlets, although changes in the number of outlets generally occur very slowly.



Standard Metropolitan Areas

In 1950, the government completed the long-awaited task of redefining the nation's leading metropolitan market areas, so as to establish standards to be used by government officials, marketing men and by businessmen in general.

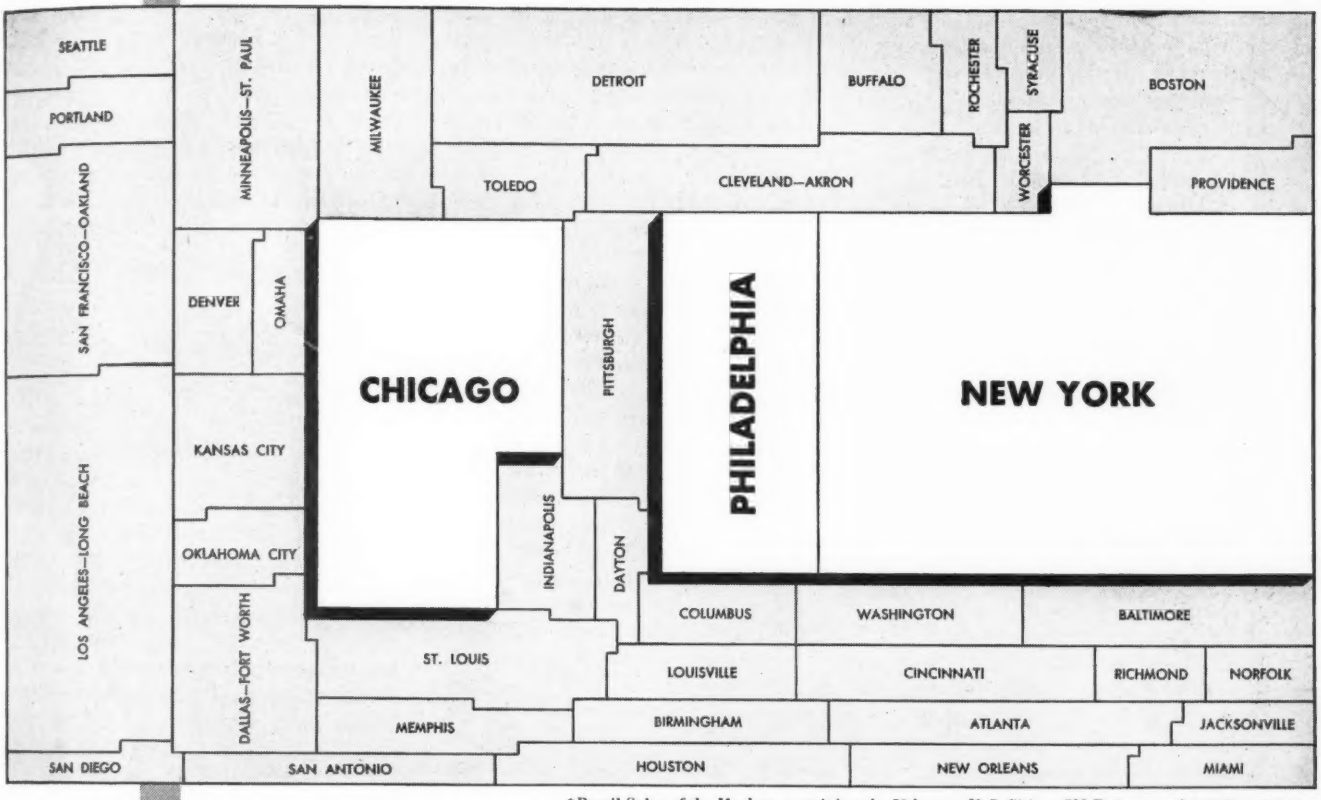
In the official set of 168 area definitions, all areas consist of one or more entire counties, except for New England, where the area definitions are based on groups of townships. SALES MANAGEMENT believed that the Government's decision to define the metropolitan areas of New England in terms of townships, rather than counties, would prove to be unwise because of the lack of statistical data for townships that would permit comparisons with other areas. Accordingly, SALES MANAGEMENT's New England area definitions follow county lines, although conforming as closely as possible to the "township" areas recognized by the Federal Committee on Standard Metropolitan Areas. In this decision we have been joined by most marketing men and agencies, including the J. Walter Thompson Co.

The general concept adopted by the Federal Committee and followed by SALES MANAGEMENT is one of an integrated economic unit with a large volume of daily travel and communication between the central city and the outlying parts of the area. The following principles were adopted as a guide in applying this general concept to the definition of individual areas:

1. Each standard metropolitan area must include at least one city of 50,000 or more. Areas may cross state lines.
2. Where two cities of 50,000 or over were within 20 miles of each other, they were ordinarily included in the same area.
3. Each county included in the standard metropolitan area had either 10,000 non-agricultural workers or 10% of the non-agricultural workers in the area, or more than one-half of the county's population must have been

Major Retail Trading Areas

*proportioned to retail sales**



*Retail Sales of the Markets containing the 50 largest U. S. Cities—SM Estimates of 1949 Retail Sales.

The FIRST 3 City and Suburban markets of NEW YORK, CHICAGO and PHILADELPHIA represent almost 1/3 of all sales made in the markets containing the 50 Largest Cities, and also produce 18% of the total U.S. Retail Sales.

FIRST 3 MARKETS GROUP reaches 73% of all families living in the FIRST 3 City and Suburban markets—here's a SUNDAY PUNCH for your Advertising Schedule.

the group with the Sunday Punch

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CHICAGO SUNDAY TRIBUNE
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included in the "metropolitan district" as defined by the Bureau of the Census. In addition, non-agricultural workers must constitute at least two-thirds of the total employed labor force of the county.

4. Each county included in the standard metropolitan area must be economically and socially integrated with the central counties of the area. A county has been regarded as integrated (a) if 15% of the workers living in the county work in the central county of the area or (b) if 25% of those working in the county live in the central county of the area or (c) if telephone calls from the county to the central county of the area average more than four calls per subscriber per month. Where satisfactory data are lacking, considerable reliance is necessarily placed on informed local opinion.

However, in some cases, this may also be a matter of controversy. Thus, in defining the Norfolk-Portsmouth area the Government decided to exclude Newport News on the ground that there was insufficient traffic across the James River to justify the inclusion of Newport News in the larger area. However, for certain marketing purposes, such as radio coverage, Newport News clearly belongs in the area. We have taken Newport News as a separate marketing area but call attention to the fact that it can frequently be fairly regarded as part of Norfolk-Portsmouth.

For all areas SALES MANAGEMENT has followed the Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SALES MANAGEMENT has applied this principle even in the case of 18 New England areas which the Government, yielding to local pressures, defined in terms of townships despite the obvious marketing difficulties inherent in the use of townships. To do this it was necessary to consolidate these 18 New England township areas into 12 areas which follow county lines, thus reducing the 168 officially recognized areas to 162 standard metropolitan *county* areas. The 18 areas involved are: Boston, Bridgeport, Brockton, Fall River, Hartford, Lawrence, Lowell, Manchester, New Bedford, New Britain-Bristol, New Haven, Portland (Me.), Providence, Springfield - Holyoke, Stamford - Norwalk, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic we believe was demonstrated following 1940 when "Metropolitan Districts" were set up by the Bureau of the Census but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined in terms of whole counties.

In addition to our 162 Standard Metropolitan County Areas, SALES MANAGEMENT has added a separate tabulation (page 176) of 25 areas which for all practical purposes may be regarded as "potential" metropolitan areas. They contain cities whose population is either very close to 50,000 (several according to the 1950 Population Census were slightly below 50,000 and are now certainly over the 50,000 mark) or, while falling slightly short on the population count, are such important trading centers that their total retail trade exceeds that of a number of cities on the official list.

Thus, for instance, Muskegon, as a result of a special wartime Census, had been originally added to the official list but was removed when the preliminary 1950 Population Census revealed that its population (48,047) had fallen short of the 50,000 mark. We have included Muskegon in our own list of potential market areas along with several others such as Fayetteville, whose population exceeded 50,000 during the war years, only to recede somewhat in the postwar period. It is from our list of "potential" market areas that any new "official" areas will be probably drawn in the next decade.

These 25 "potential" metropolitan areas are: Abilene, Tex.; Anderson, Ind.; Battle Creek, Mich.; Biloxi-Gulfport, Miss.; Brownsville-Harlingen-McAllen, Tex.; Colorado Springs, Colo.; Dubuque, Iowa; Elmira, N. Y.; Fayetteville, N. C.; Fort Smith, Ark.; La Crosse, Wis. Lewiston-Auburn, Me.; Lynchburg, Va.; Monroe-West Monroe, La.; Muskegon, Mich.; New Castle, Pa.; Newport News, Va.; Pensacola, Fla.; Portsmouth, Ohio; Riverside, Cal.; Salem, Ore.; Texarkana, Texas-Ark.; Tucson, Ariz.; West Palm Beach, Fla.; and Williamsport, Pa.

Those interested in the precise differences in title and definition between the new set of metropolitan areas and those in use prior to 1951 can find a complete discussion on page 22 of the 1951 *Survey of Buying Power.*

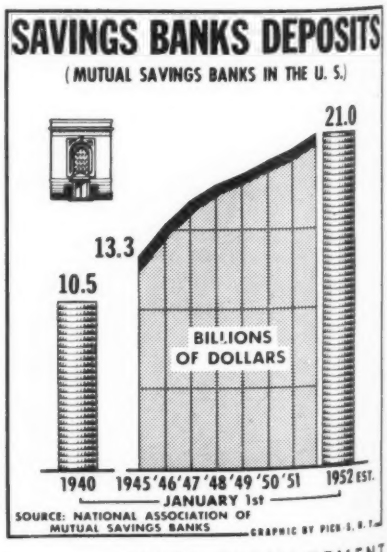
Sales Ratios for Metropolitan Areas

This year we are presenting (on page 178) for all metropolitan areas per capita and per family sales ratios for total retail sales, food sales, general merchandise sales, home furnishings, radio and appliance sales, automotive sales, and drug sales. Variations in these ratios reflect different levels of income and also varying degrees of "retailing concentration," i.e., the capacity of a metropolitan area to serve residents of contiguous counties. These sales ratios will facilitate the evaluation of the market characteristics of metropolitan areas.

Growth Trends of Leading Counties

In response to reader demand, we include two new ranking tables (page 134). The leading 200 counties in population as of January 1, 1952, have been listed in order of magnitude of population, along with corresponding Census data for April 1, 1940. In-





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A complete examination of all aspects of the marketing problem. Distribution, Policy, Product, Budget, Organization and all other factors. Development of long-range and short-term programs. Assistance in putting programs into effect.

Special Market Surveys

Studies of limited scope applied to one or more special problems. Evaluation of a new product, study of one market, one channel of distribution, attitudes of the trade and users.

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Tailoring the compensation plan to fit the need. Workable, practical, understandable, equitable, economically sound, and with incentives in the right places.

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Basic needs for scientific Sales Management. Answers to "How much should we sell and where?" Meshed with a dynamic salesman's incentive pay plan. How many men, supervisory organization needed?

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From the beginning of recruitment and selection through to producing results on the job. The eternal problem of getting the most from the available material, sensibly, economically.

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dexes of change, 1940-1952, have been calculated, and then divided by the corresponding national change to yield *relative* indexes of population growth. A similar table for retail sales yields *relative* indexes of retail sales gain, 1939-1951. Users of these tables should note that the trends for the leading 200 counties diverge somewhat from those for the leading 20 counties, which have been heavily affected by the decentralization shifts of the past decade. On this page are comparisons of the totals for the leading 20 counties as against the leading 200 and as against all counties.

	Retail Sales (mil. $) 1939 Census	1951 Sales Mgt.	*Index of Change* 1939-1951	*Relative Index of Change* 1939-1951
The leading 20 counties	13,218	43,629	330.1	91.8
The leading 200 counties	27,272	95,262	349.3	97.1
All counties	42,042	151,235	359.7	100.0

Multiple Cities

We define as a "multiple" city those incorporated places which are sufficiently close to each other to warrant regarding the combined population as constituting a single urban marketing unit, providing the retail sales of the combined cities totaled over $10 million in 1948. The market data for such cities appear separately in the county-city sections of the *Survey* (for each city qualifying for inclusion in the *Survey*), but we also show the combined data in italics. In the ranking of the leading 200 cities, the combined data for multiple cities are used to establish relative positions. The following cities have been recognized as multiple cities in this sense.

Alabama: Florence-Sheffield-Tuscumbia-Muscle Shoals; Tuscaloosa-Northport; West Point (Ga.)-Lanett (Ala.).

Arkansas: Little Rock-North Little Rock; Helena-West Helena; Texarkana (Ark.)-Texarkana (Tex.).

California: Grass Valley-Nevada City; Ontario-Upland.

Connecticut: Meriden-Wallingford.

Georgia: West Point (Ga.)-Lanett (Ala.).

Illinois: Carbondale-Herrin-Murphysboro; Champaign-Urbana; La Salle-Peru-Oglesby; Moline-East Moline-Rock Island.

Louisiana: Monroe-West Monroe.

Maine: Lewiston-Auburn.

Massachusetts: Marlborough-Hudson.

Michigan: Benton Harbor-St. Joseph; Iron Mountain-Kingsford.

Minnesota: Mankato-North Mankato.

Mississippi: Biloxi-Gulfport.

Montana: Butte-Anaconda.

New Jersey: Passaic-Clifton.

New York: Dunkirk-Fredonia; Gloversville-Johnstown; Herkimer-Ilion; Newburgh-Beacon; North Tonawanda-Tonawanda.

North Dakota: Bismarck-Mandan.

Ohio: Martins Ferry-Bellaire; Ravenna-Kent.

Oklahoma: Seminole-Wewoka-Holdenville.

	Population (thous.) April 1, 1940	Jan. 1, 1952	*Index of Change* 1940-1952	*Relative Index of Change* 1940-1952
The leading 20 counties	30,688.6	36,593.1	119.2	101.3
The leading 200 counties	67,481.7	84,984.9	125.9	107.0
All counties	131,669.3	154,926.6	117.7	100.0

Oregon: Coos Bay-North Bend.

Pennsylvania: Beaver Falls-New Brighton; Aliquippa-Rochester-Beaver; Homestead-West Homestead-Munhall; Huntingdon-Mount Union; New Kensington-Arnold; State College-Bellefonte; Stroudsburg-East Stroudsburg.

Texas: Brownsville-Harlingen-McAllen; Texarkana (Ark.)-Texarkana (Tex.).

Tennessee: Bristol (Tenn.)-Bristol (Va.).

Virginia: Bristol (Tenn.)-Bristol (Va.).

Washington: Centralia-Chehalis; Pasco-Kennewick-Richland.

Wisconsin: Neenah-Menasha.

Buying Power Quota

For years a highly popular *Survey* feature has been the next-to-the-last column in the county-city data, called by *us*, "% of U.S.A. Potential" (a weighted figure: Effective Buying Income 5 points, retail sales 3 points, population 2 points)—but called by most subscribers either "Buying Power Quota" or "Buying Power Index." On the theory that the customer is always right we are changing the name from "% of U.S.A. Potential" to "Buying Power Quota." The method of computation and the weighting remain as before.

The Men Behind the Survey

The creation of the 1952 *Survey* utilized the full resources of the Sales Management staff, the New York Service Bureau of the International Business Machines Corporation (responsible for the literally countless computations involved in this project), and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

Actually, of course, the full number of economists, statisticians, and technicians drawn upon by Sales Management and participating in the project would have to include many leading Government statisticians plus officials connected with regional research agencies located in nearly every state of the union. For example, our overall projections of population, families, retail sales and disposable income have been commented upon by such officials as Howard G. Brunsman, Chief of the Population and Housing Division of the Census Bureau; Dr. Louis J. Paradiso, Chief Statistician of the Office of Business Economics; and Robert Graham and Charles Schwartz of the National Income unit of the Department of Commerce.

The coordination and analysis of the full flow of statistical information was directed, as in the past, by Dr. Jay M. Gould, assisted by the following members of the Market Statistics research staff: Zoë Baylies, Chief Regional Analyst; Lucille Zimmerman, George Kawata, Leo Shohan and Gertrude Romm. The IBM computational procedures were developed in consultation between Market Statistics and the New York Service Bureau of the International Business Machines Corporation.

One of the most useful by-products of this technical collaboration was the transfer to IBM cards of the huge vol-



Big Buyer in her own right! Earnings and allowances give these girls $3,700,000,000 a year to spend...as they wish, fancy free.



Getting gifts galore! For birthdays, graduation, Christmas, hope chest. Gifts she nearly always selects herself.



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ume of regional information on which the final estimates were based. The IBM cards containing both the published and unpublished material are available to market research men at a nominal cost. It is with great satisfaction that SALES MANAGEMENT can report that increasing numbers of market research directors have in the past year made some use of the punched cards containing data published in the previous *Surveys of Buying Power*. For many, the punched cards eliminated the tedious task of transferring data out of the *Survey* and rearranging sales areas by hand. For others, the cards proved extremely useful in the analysis of markets. (Some of these special applications of the *Survey* IBM cards are discussed on page 49). Those interested in special IBM analyses of the 1952 SALES MANAGEMENT data, or in the purchase of IBM cards containing such data should write to Dr. Jay M. Gould, Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y. Telephone: MUrray Hill 4-3559.

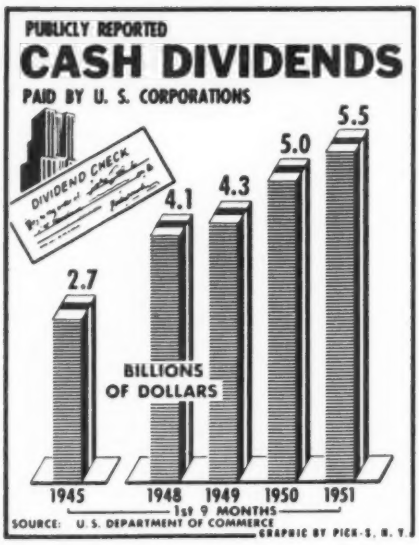
PART II
TECHNIQUES OF ESTIMATING

How the Estimates of Population and Families Were Derived

The final results of the Population Census taken April 1, 1950, were made available for all counties and cities toward the latter part of 1951. Our population figures represent the application to these final Census figures of projections covering the 20 month period from April, 1950, to January 1, 1952. The projection was based on growth trends for each area as established over the past decade, plus special adjustments for certain extraordinary developments arising out of the defense program during 1951.

How the Census Defines a "Family"

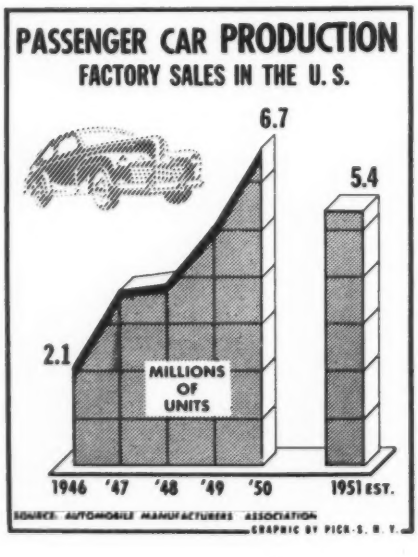
Probably more confusion centers about the concept of a "family" than about any other single important government statistic. Our concept of "family" is derived from the government definition of a "household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Thus any occupied dwelling unit can be regarded as a household. The confusion arises from the fact that this unit was called a "family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many



people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together." Thus, if a household includes a lodger and his wife not related to the head of the household, the census will count that as a single household but as two families. On the other hand households consisting of a person living alone, or a group of unrelated persons living together, will not be counted as families but will be considered households. The size of the household will depend on the total number of persons sharing the dwelling unit regardless of family tie, including lodgers, maids or hired hands.

Now this definition of a household does not cover the occupied dwelling units found in institutions like hospitals, colleges and military posts, nor those found in hotels or large rooming houses. This creates a problem in the current census regional breakdowns, because the population figures do include persons residing in such units. Thus, for the first time in census history, Government enumerators included college students residing in college dormitories during the week the Census was taken in the census count for the community involved, along with military personnel and other institutional residents, on the principle that all persons be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permament residence elsewhere. For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households"—the official term for institutional residents) is slight and can be ignored. (As an example, the discrepancy is not large enough to show up, for instance, in San Diego, which has a large military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases. The U. S. average size of household is 3.45 persons.

Example	Persons per Hshld.	Institution
Baldwin Co., Ga.	6.42	prison
Chattahoochee Co., Ga.	7.83	military
Champaign, Ill.	3.89	university
Riley Co., Kan.	4.10	military
Lake Charles, La.	4.66	military
W. Feliciana, La.	5.56	prison
E. Feliciana, La.	5.71	mental inst.
Ann Arbor, Mich.	4.07	university
Ithaca, N. Y.	4.09	university
Norman, Okla.	4.16	university
State College, Penna.	5.53	university
La Mesa, Texas	5.04	military



Sources of Sales Estimates

We are sometimes asked how we can be so presumptuous as to attempt to make annual estimates of the basic market data for all counties and cities when the Census Bureau, with millions of dollars to spend on such purposes, attempts the job only once in a decade. Our answer is that we do not attempt to replace the work of the Census Bureau, without whom we would be completely ineffectual. Our purpose is to make the important market data from countless numbers of separate Census reports, available in convenient form, corrected for those basic annual changes which the Census Bureau is not authorized to record.

The sole secret of our ability to project Census "benchmark" figures lies in the fact that we expend a tremendous effort in collecting continu-

This advertisement appeared in December, 1933—yet we recently received one more letter asking for the solution to the mystery.

Any advertisement that lives for 19 years would seem to have a special interest, so we are reprinting it now for a new generation of presidents, sales managers, and advertising managers.

Who killed Amory King?

A mystery story with a moral for presidents of corporations, sales managers and advertising managers. Read the story—you will find the moral at the end.



AMORY KING, a wealthy criminal lawyer, was found dead in his bedroom at eight o'clock on a January morning.

The body was discovered by Mrs. Mulleavy, housekeeper and cook, when she entered the room to serve King his usual pre-breakfast cup of coffee. Her screams brought Bronson, the butler, hastening to the scene. The latter notified the police at once.

Inspector Donlin, New York's most famous detective, immediately assumed personal charge of the investigation, not only because the case promised to be a baffling one, but also because of his knowledge of King's professional activities. For several years, King, known in legal circles as the "Little Giant" because of his short stature and powerful voice, had acted as attorney for Rico Turnesa, notorious gang leader. Only the year before, King had secured a spectacular acquittal for his client on a charge of slaying several followers of "Dutch" Schaefer, rival beer-runner.

Donlin's first act was to order a roundup of the Schaefer gang. For the crime, he felt, might be one of vengeance. He also asked that Rico Turnesa be brought in for questioning. Then he departed for the King residence.

The house in which King, a bachelor, lived with Malcolm Preston, his adopted son, and a housekeeper and a butler, was an old three-story-and-basement brownstone mansion at the corner of Madison Avenue and East 39th Street. The house faced on 39th Street, with one side rising flush with the sidewalk of Madison Avenue. On the other side of the house, behind a high iron fence, was a narrow yard which, on this particular morning, was covered to a depth of three inches by a level carpet of snow. Beyond the yard rose the Delman Park Hotel.

The snow in the yard had not been disturbed in any way. On the Madison Avenue side, it was trampled and packed by many passers-by. On the steps of the house itself were two series of footprints, one leading up to the door, the other down. Both series of tracks had been made by the same person.

Inspector Donlin found both servants in the house. Mrs. Mulleavy was a middle-aged Irish woman, with hands gnarled and stiffened from rheumatism. Bronson was a tall, husky, hard-faced man who walked with a slight limp. In going to bed the night before, he explained, he had stumbled against a chair and bruised his right foot.

Amory King's bedroom was on the second floor. His body, clad in pajamas and dressing-gown, was crumpled, face down, on the floor about three feet from an open window, with the feet toward the window. A coroner's assistant, arriving at 8:45, announced that King had been dead from five to seven hours. He had been killed by a single shot through the heart, fired from in front. The bullet had ranged slightly downward.

The bedclothes of the bed were turned back, but the bed had not been slept in. On the seat of an easy-chair lay a popular detective novel, closed; and beside the chair stood a reading-lamp, still lighted. On a table was an empty glass that had contained some kind of whiskey drink. No gun was found in the room.

Of the room's two windows, one faced on a little garden at the rear of the house. This window was closed and locked and the shade was drawn. The other window, facing on the yard, had been pushed up from the bottom as far as it would go. Fingerprints found on the sash of this window proved to be King's.

From the angle at which the bullet had penetrated King's body, Inspector Donlin reasoned that the shot could possibly have been fired from any one of three rooms on the third floor of the Delman Park Hotel opposite. Investigation showed that one of these rooms—the one to the right—belonged to an elderly lady who was confined to her bed by a severe illness. The room to the left had been occupied for several days by a honeymoon couple from Minneapolis.

The room directly opposite King's bedroom was that of Mitzi Martin, a pretty blonde in her early twenties, who did a sharpshooting specialty at the Monteverde Cabaret. For several weeks Miss Martin had occupied a room on the tenth floor, but on the afternoon before the murder, she had complained to the hotel management that the height frightened her. She had been told she could select any unoc-

(*Continued on next page*)

cupied room that suited her, and had chosen the room across from the King house.

The Delman Park night clerk stated that Miss Martin had entered the hotel about 3:30 A.M., had gone to her room, and then suddenly checked out a few minutes before four. She had taken only an overnight bag with her, saying she would send for her trunk later. In the trunk police found several revolvers.

Behind a picture in King's bedroom, Inspector Donlin discovered a wall safe, closed and locked. There were no fingerprints on either the picture or the safe. In a notebook in the bed-table drawer, Donlin found a combination which proved to be that for the safe. Inside the safe were piles of private papers, $50,000 worth of convertible bonds, two ingots of gold and a solid gold jewel case. Inspector Donlin examined both the jewel case and the ingots for fingerprints. There were none. Under one ingot he found a small, triangular piece of paper with one ragged edge. Within the jewel case was Amory King's famous collection of sapphires and rubies, apparently intact. Along one edge of the jewel case was a slight smudge that looked as if it might be shoe polish.

Neither Mrs. Mulleavy nor Bronson could say whether anything was missing from the safe, because, according to them, no one except King knew what its contents were.

Questioned by Inspector Donlin, Mrs. Mulleavy said that she had been in Mr. King's service for twenty years. Originally her husband had been Mr. King's butler, but had left to join the army during the war and had been killed. Mr. King had retained Mrs. Mulleavy as housekeeper and cook.

The previous evening, she said, Mr. King had retired to his room about 9:30, taking with him a detective novel. He was a great lover of mystery stories, she said, and often sat up all night reading.

Bronson, Mrs. Mulleavy said, had had the day off, and had come in about 10:30. He had chatted with her for a few minutes about a movie he had seen, and had then retired to his room on the Madison Avenue side of the third floor.

At 11:30 Mrs. Mulleavy had taken a hot toddy to Mr. King, and been told that he would require nothing more that night. At that time, Mrs. Mulleavy said, Mr. King was sitting in his armchair in pajamas and dressing-gown reading. She had been suffering from a cold, and Mr. King had suggested that she make herself a toddy. She had done so and then gone to bed in her room at the rear of the third floor. She had started to open her window, but finding it was snowing, had left it closed. About 3:30 the heat in the room had become oppressive and she had awakened. It had stopped snowing, so she had opened the window. To let a draft through the room, she had opened the hall door, too. Just then she heard a sound, like a smothered cry, on the floor below, and decided to investigate. As she reached the head of the stairs, she saw Malcolm Preston, the adopted son, coming out of Mr. King's room. She had asked him if anything was the matter. He had answered "No," and gone on down the hall to his own room. She had then returned to bed and slept soundly until her usual rising-hour of seven.

Bronson stated that after retiring to his room, he had read a magazine for a while and had then gone to bed. He had been awakened once or twice during the night by traffic noises in the street outside, but had heard nothing resembling a shot.

Bronson readily admitted that his position as butler and chauffeur to Mr. King was really a blind. Six months before, he said, King had told Turnesa that he was being threatened by the Schaefer gang, and had appealed for protection. Turnesa had detailed Bronson to act as King's bodyguard.

Asked for his gun, Bronson produced it. It was fully loaded, and had not been fired for a long time.

Malcolm Preston, described by Mrs. Mulleavy as a strapping young man of six feet, was missing from his room and from the house. It was apparent that he had packed a bag hastily and departed. A pair of his shoes, found in his room, fitted exactly the footprints on the front steps of the house.

Both Mrs. Mulleavy and Bronson told of a quarrel which had been going on for several weeks between King and Malcolm. It seemed that Malcolm had become infatuated with the same Mitzi Martin who had rented the room in the Delman Park Hotel. King had insisted that Malcolm give the girl up, threatening to disinherit him unless he did so. Mrs. Mulleavy said that a few days before, when passing Mr. King's room, she had heard the lawyer say: "She's trying to marry you for the money she thinks I'll leave you, and I'm going to—" Mrs. Mulleavy had not made out the rest of the sentence. But a moment later, Malcolm had opened the door, saying, "If you do that I'll kill you."

Mrs. Mulleavy also said that on the morning before the murder, Miss Martin had called at the King residence, saying that Mr. King had sent for her. Curious about the girl and the reason for her visit, Mrs. Mulleavy had eavesdropped at the door of the library. From this position, she heard King tell Miss Martin that he had found out all about a scandal in her past. He said he could send her to jail if he wished—and that he would do so unless she gave up Malcolm. The girl had replied that if he tried to do anything like that, he would regret it.

Inspector Donlin next questioned performers and attachés of the Monteverde Cabaret. He learned that Malcolm Preston had spent the entire evening there, sitting at a floor-side table. Ordinarily he took Miss Martin home. On this occasion, however, he had left alone, driving away in his own car about three o'clock. No one—save Mrs. Mulleavy—had seen him after that. His car was found parked near Grand Central Station.

The doorman at the cabaret also told that a few nights before, as Preston was getting into his car, he had dropped a revolver. Recovering it, Preston had explained that he had borrowed the weapon from Miss Martin for a hunting trip. He had several rifles, he told the doorman, but no revolver, and didn't want to go to the trouble of getting a permit. "At any rate," Preston had remarked with a laugh, "if they catch me with this one, they won't be able to trace it, for it isn't registered in New York."

Miss Martin, cabaret attachés said, had done her sharpshooting specialty as usual the previous evening, spending the time between performances at Malcolm Preston's table. After her final performance, she had gone to her dressing room to change her clothes. Another entertainer, happening in just as Miss Martin was leaving, had seen her put a revolver in her handbag. Noticing the startled look on the entertainer's face, Miss Martin had replied casually that the gun was one she used in her act, that it was broken, and that she was going to take it to a gunsmith the next morning. She had left the cabaret by taxi at 3:15 and had been driven directly to the Delman Park Hotel. No one could be found who had driven her away from it.

By mid-afternoon of the day of the murder, police had rounded up all the known members of the Schaefer gang. Every one of them had an air-tight alibi.

Police had also arrested Rico Turnesa. He insisted he knew nothing about the King murder, and pointed out that he, as beneficiary of King's legal shrewdness, would be the last person to wish him dead. Furthermore, had he not assigned Bronson to guard King against any violence?

However, Inspector Donlin was not entirely convinced. At the moment police broke into Turnesa's apartment to arrest him, the gang leader was burning papers in the fireplace of his living room. A quick-witted detective had stamped out the fire and salvaged two charred pieces of foolscap. One piece had a corner torn off, and both contained some written words. The words were too few to have any meaning, but the handwriting was established as that of Amory King.

When confronted with this fact, Turnesa only shrugged. "Perhaps you're right," he said. "I was burning some old bills and letters. Possibly there was something of King's among them."

The next day Mitzi Martin was arrested in an Atlantic City hotel. No revolver was found in her possession. As to her actions of the previous two days, she maintained an obstinate silence. Her only remark was a question as to Malcolm Preston's safety.

Two days after the murder, Malcolm Preston was arrested in a Montreal hotel. He admitted having visited his father's room at 3:30 the night of the crime, but beyond this would say nothing. He in turn asked about Mitzi Martin's safety.

The same day the snow melted from the yard beside the King house and disclosed a .32-calibre revolver, with one shell discharged. It was lying on a line directly between Amory King's open window and Mitzi Martin's hotel room. The bullet that caused King's death had been fired from this gun.

Who killed Amory King?

THE MORAL

All the clues necessary for the solution of this mystery story are given in the story. Some people will find them; others will not.

All the clues to an effective advertising campaign usually exist in the product to be advertised. Some advertising agencies find them; others do not.

YOUNG & RUBICAM, Inc.
Advertising
New York Chicago Detroit
San Francisco Hollywood Montreal
Toronto Mexico City London

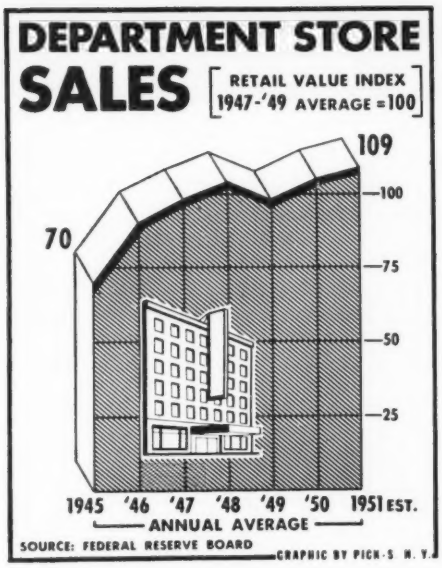
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ing current data on economic trends for over 500 so-called "key" counties.

Having thus secured a preliminary Census base for all counties, we then turn to our master file of so-called "key counties." It is a well known fact that a relatively small number of large counties account for the major portion of our economic resources and activity. Thus, no more than 530 counties make up 70% of the total population, and no more than 329 counties account for 70% of total sales. Market Statistics, Inc., has developed continuous records on a monthly and annual basis of population, sales, bank debits, income, etc., for about 500 key counties, extending in some cases back to 1929, the first year in which the *Survey of Buying Power* was published, and these records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require individual consideration for each key county. Then, having established state totals for 1951 for population, sales and income and corresponding estimates for key counties and current local estimates for all cities, each state was then considered separately and the residuals were allocated among the remaining (mainly rural) counties on the basis of their Census relationships.

This procedure was followed with respect to total retail sales and sales of stores classified in the food, general merchandise, home furnishings and appliances, automotive and drug categories. The data on which the key county trends are based include primarily monthly data on bank debits as reported to the twelve Federal Reserve Banks throughout the country and data on state sales tax collections. The monthly estimates of total retail sales for nearly 250 major marketing centers resulting from this analysis are published in the "High Spot Cities" feature of the first-of-the-month issues of SALES MANAGEMENT, enabling users of the *Survey* estimates of retail sales in 1951 for these cities to record them on a current monthly basis throughout 1952.

The sales tax data, available from some 27 states,* cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it was necessary to trace the change



in tax collections since 1948, excluding from consideration all activities not covered by the U. S. Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances had to be made for changes in the tax law or the tax rate over the period.

The cumulative percent changes over the years were then applied to the basic 1948 Census retail sales total to yield the estimates of sales in 1951 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, certain typical statistical relationships emerged between sales and income, and sales and population, within sales tax states which could be applied to other non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits, the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

The reports mentioned immediately above are of major assistance in determining the proportion of a state's sales to be allotted to the various counties and cities. In the case of sales tax states, collection figures by counties could be used as a cross check against estimates arrived at through the use of such indicators of regional sales as the Department of Commerce's estimates of independent retailers, bank debits (an extremely good indicator) and Federal Reserve reports of department store sales. Preliminary estimates were checked against relationships between state and county as shown by the 1948 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons for every significant figure.

Categories of Retail Sales

The first column under retail sales is "Dollars in Thousands," followed by "% of U.S.A." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentages) factors of a given county or city as between counties and cities.

The **Food Store** group includes grocery stores (without meats), combination grocery and meat stores, dairy products, milk dealers, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The **General Merchandise** stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The **Furniture - Household - Radio** group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio stores, radio-musical instrument stores.

The **Automotive** group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Drug stores include those with and without fountains. Users of our estimates of drug store sales will note gains over the 1950 estimates of about 20%. Somewhat more than half of this gain represents a revision of data on the part of the Department of Commerce, whose monthly estimates of retail sales we project to give us our annual totals for 1951.

Included in the General Merchandise group are both the mail order departments and the retail stores of the big Chicago companies, since none of these companies is willing—or perhaps able—to give a detailed breakdown in its mail order business. Certain cities, particularly Chicago, also have bloated General Merchandise sales in the 1948 Census, although all of the mail order companies have decentralized their operations by open-

* Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Illinois, Indiana, Iowa, Kansas, Louisiana, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Rhode Island, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyoming.

Why does even the climate help your ads in METRO?

THESE TWO METRO COVERS – Los Angeles and St. Paul on the same February Sunday – show dramatically what Metro does that no other magazine can do. February is one of the best months for planting flowers in Southern California – in St. Paul, February is mid-Winter. In each Metro city, the contents of Metro are sharply attuned to the interests of its readers—*at the time of their interest!* This timing factor is another plus for national advertisers in Metro.



Mighty Metro—with the world's largest magazine audience—is an advertising medium composed of 28 Sunday Magazine Sections each of which is individually owned, edited and distributed by a leading American newspaper. These newspapers are:

ATLANTA *Journal-Constitution*
BALTIMORE *Sun*
BOSTON *Globe and/or Herald*
BUFFALO *Courier-Express*
CHICAGO *Tribune*
CINCINNATI *Enquirer*
CLEVELAND *Plain Dealer*
DES MOINES *Register*
DETROIT *News and/or Free Press*
HOUSTON *Chronicle*
INDIANAPOLIS *Star*
LOS ANGELES *Times*
MILWAUKEE *Journal*
MINNEAPOLIS *Tribune*
NEW ORLEANS *Times-Picayune & States*
NEW YORK *News*
PHILADELPHIA *Inquirer*
PITTSBURGH *Press*
PROVIDENCE *Journal*
ST. LOUIS *Globe-Democrat and/or Post-Dispatch*
ST. PAUL *Pioneer Press*
SEATTLE *Times*
SPRINGFIELD *Republican*
SYRACUSE *Post-Standard*
WASHINGTON *Star*

Metro Group Editorial Bureau (New York) . . . MUrray Hill 7-5200

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CHICAGO: WHitehall 4-2280 • DETROIT: TRinity 2-2090 • SAN FRANCISCO: GArfield 1-7946 • LOS ANGELES: Michigan 0259

Nothing interests people like themselves!

OF ALL the national mass magazines you can advertise in, none gets so close to its readers as Mighty METRO. There are a number of reasons for this. We'd like to enumerate a few, including one we've never mentioned before.

First, Metro is part of the community. It is individually edited in virtually all of America's great cities – not in some centrally located ivory tower. Metro is a part – the *best-read* part – of the Number One Sunday newspaper in city after city. In addition to its publishing cities, Metro reaches 50%-100% of the families in more than 500 other cities of 10,000 population or more!

Second, Metro mirrors the community. Because Metro is individually edited in America's great cities, it can and does do what no other national magazine can do. Metro dishes up heaping portions of what interests people most – *themselves, their neighbors, their own* civic and social activities! An average of 52% of the editorial contents of Metro is of specific local interest!

Third, Metro has the added interest of local retail ads. These ads help make page traffic through Metro consistently high, especially with women!

Fourth—and this is the one we hadn't mentioned before: Metro has timing! The two Metro magazines, at left, show what we mean. Timing can be the climate, it can be special local events, it can be the seasonal aspects of local industry and commerce. Metro adapts itself to what's going on *locally* as no other national magazine can! *And in the same way,* you, as an advertiser, can vary your schedule from city to city to take advantage of such things as department store promotional calendars or climatic conditions.

Because Metro gives you many *exclusive* readership advantages, Metro can give you up to three times higher readership per dollar for your ads than other magazines!

And Metro gives you *more circulation* than you can get in any other magazine! Mighty METRO has the world's largest magazine circulation!

Make Metro your Sunday Basic Buy – for in Metro you reach more people, get closer to them and sell them more readily than you will in any other magazine!

MIGHTY Metro
THE WORLD'S LARGEST MAGAZINE AUDIENCE

OVER 14 MILLION CIRCULATION!

NOTHING SELLS PEOPLE LIKE METRO

ing up more and more branch warehouses. Although no official figures are available, SALES MANAGEMENT editors have reason to believe that about one-fourth of the mail order business of both Sears Roebuck and Montgomery Ward is handled from Chicago. The balance of the Montgomery Ward mail order business is filled from warehouses in Albany, Baltimore, Kansas City, Fort Worth, St. Paul, Denver, Portland (Ore.), and Oakland; similar Sears Roebuck branches are in Philadelphia, Boston, Kansas City, Minneapolis, Atlanta, Memphis, Dallas, Seattle, Los Angeles and Greensboro (N. C.).

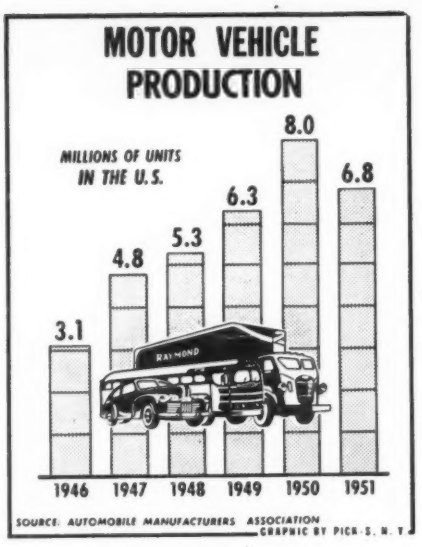
It may be well to point out again that both the Bureau of the Census and the SALES MANAGEMENT *Survey* report on *store* sales only, and not by *commodities*. The drug store figures, for example, do not include the sales of drug items in department stores, super markets or other stores that may sell some drugs or toilet goods as a sideline.

In 1951 the retail sales were about 68.6% of Net Effective Buying Income, but this relationship varies from state to state, county to county and city to city, depending on such factors as the trading radius of a community, the size of the average family income, the savings habits of the people. Some counties, and *many* cities, have retail sales which are greater than the Net Effective Buying Income. This seldom means that the people in those communities are living beyond their income. Almost always it means that they draw retail trade heavily from a wide outside area.

The Estimates of Income

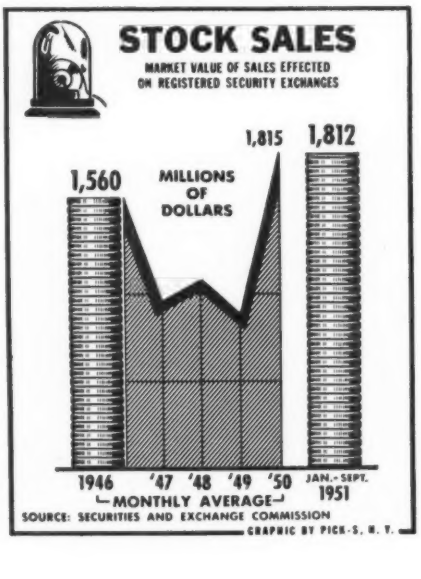
The concept of "national income" is a frequent source of confusion. The average business man nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy at large. Thus he will run into the terms, "national income," "gross national product," "personal income" and "disposable income," which are *not* at all interchangeable though they frequently are regarded as equivalent terms.

Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, plus the profits of all firms whether incorporated or not,



plus payments of interest, dividends and other types of property income such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among *individuals* receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for expenditure for the goods and services produced by these factors of production, we introduce the device of subtracting from personal income all tax payments to federal, state and local governments. The Government calls the resulting figure "disposable personal income." Our own concept of "Net Effective Buying Income" is nothing more than the disposable personal income less payments to U.S. nationals abroad, for we are only interested in that part of disposable income available for spending in the various states of the Union.

In recent years, Government statisticians have included in the above definitions of income (and we have



followed suit) one item that should be mentioned for it may otherwise cause some confusion. This is the item of "imputed rentals of owner-occupied homes." The reasoning is that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from shifts in the number of home-owners (who account for more than half of all homes) who decide to rent to others.

Finally, to get at the concept of "gross national product" we have to consider how the national income is spent by those who get it. Thus a very large part of the national income goes into personal consumption expenditures for goods and services. Another significant part of the profits of corporations (and of the savings of individuals) is invested, at home and abroad, in new construction, in new equipment or in building up inventories. Finally, it is presumed that the taxes paid to Government result in the production of goods and services that may be considered part of the gross national product, although in these troubled times one may debate whether the huge volume of such goods and services represents anything more than a necessary evil rather than a contribution to the national output. Those interested in the actual figures underlying these concepts, and a historical record of the various series, should consult the July issues of the Department of Commerce "Survey of Current Business."

How Income Is Broken Down by Regions

Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our state estimates of Net Effective Buying Income are based on estimates of state income for the preceding year as published in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1950 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1951. In this projection separate consideration was given in each state to all significant components of income. Thus, the farm income was extended by way of current monthly reports for each state on cash receipts from farm marketings provided by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm mar-

only BH&G is selectively BIG



It's the only one of the 3 biggest man-woman magazines that screens its readers for the BUY on their minds!

THE fact that Better Homes & Gardens circulation exceeds 3½-million *families* is reason enough to give it top consideration in anybody's advertising plans.

But BH&G is actually *bigger* than such big figures indicate.

You see, BH&G hit the top without resorting to fiction, sensationalism, general news photos, or any of the usual lures, which attract people—*but fail to regard their status as good customers.*

Of the 3 biggest man-woman magazines in America, only BH&G got there by devoting itself to the BUY-minded—to those people who are constantly seeking things to try, things to BUY, to make their lives more complete.

What is more, these families have the means to convert their interests into purchases—*and* they consider BH&G their tried and trusted buying counselor! They pore over BH&G's well-thumbed pages as if touring their favorite market place—so, before they emerge, many a sale is born!

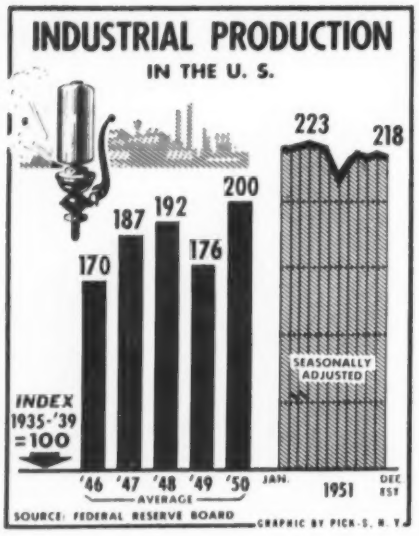
Aren't those *more* than sufficient reasons to use BH&G—as a key book on your media list?

Let us tell you more about BH&G's 3½-million better-income families—screened for the BUY on their minds!

Better Homes and Gardens

Serving a SCREENED MARKET of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa



ketings for the first ten months of 1951.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly data for the first nine months of 1950 received on employment and payrolls in these states from the Bureau of Labor Statistics. Taken in conjunction with our other regional indicators of current activity (bank debits and sales tax collections) we can in this way derive state income estimates for 1951 which will be comparable (after certain technical adjustments) with the estimates to be published in the August 1952 issue of the "Survey of Current Business." In the past our estimates have proved to be very close on the whole to those of the Department of Commerce published many months later.

In breaking the state income down by counties and cities, percentage figures are used which are based upon known relationships between the county and state (city and state, city and county), including such factors as median rents, retail sales, income tax returns, bank debits, population changes, etc.

It is not possible to secure reliable data on Federal income tax payments by counties and cities. Only state figures are available, and the assumption has to be made that the percentage paid by the state as a whole is applicable to all counties and cities. Common sense and reasoning tell us that deductions should be greater for the large, highly industrialized areas and smaller for farm and rural areas, but no formula for making these logical adjustments is possible from available data. The impact of personal taxes varies considerably by states. Such taxes take less than 5% of gross income in Mississippi, but account for well over 20% in Delaware. The national average is 11%. In general, the heaviest deductions, both in dollars and percentages, fall in the high-income states.

The further refinements—"% of U.S.A.," "E.B.I. per capita," "E.B.I. per family,"—are, of course, based on the net income figure. Both the per capita and the per family figures are straight arithmetical averages derived by dividing the total net Effective Buying Income by the number of individuals and the number of families.

Averages Are Arithmetical

In probably the majority of counties, little difference would be found between an arithmetical and a median average. *Relatively* they would be similar. But in many other counties great differences would be found. Let's say that a county has 10,000 families and a total net E.B.I. of $40 million. This works out to an arithmetical average of $4,000 per family. It is possible, however, that 5 families have a total income of $2 million; 100 others a total income of another $2 million; 1,000 others a total income of $7,500,000, leaving $28,500,000 for the remaining 8,895 families, or an average for them of $3,024.

The per family figures must, therefore, be interpreted with caution, and with the recognition that they are averages for *all* families, some with much higher incomes, some with lower.

SALES MANAGEMENT would like to be able to provide you with a *median* average income figure, or groupings to show the number of families within the conventional standard income groups, but to date they have been unable to secure reliable measuring rods for *states, counties* and *cities.*

The 1950 Population Census will eventually contribute some useful information, but it will not be precisely accurate since questions on income earned in 1949 were asked only of every fifth person of over fourteen years of age, provided such earnings fall below $10,000. The restriction of the Census question to incomes under $10,000 is based on the well-known fact that high earnings are systematically understated in all personally canvassed inquiries. The Bureau of the Census discusses this point as follows:

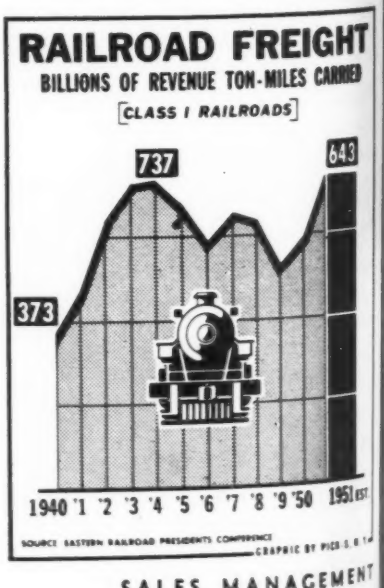
"Non-reporting of income, i.e., the failure to obtain any or all of the income information because of the refusal, absence or poor memory of the informant may occur at any income level. . . . However, there is considerable evidence that non-reporting is more prevalent at the upper income levels, so that the estimated apportion of cases in these levels is smaller than it should be."

SALES MANAGEMENT, in preparing regional income estimates for the *Survey,* has found many examples of instances where the SALES MANAGEMENT per family incomes are considerably higher than those secured from sample surveys. Thus, for cities for which the SALES MANAGEMENT statistical score will report a *mean* family income of, say $5,000, a sampling survey may turn up with a *median* family income of about $3,000.

The bulk of the difference is due to the omission of the very high earnings of those relatively few individuals in every community who tend to lift the mean income of the community well over the median, which is that figure on either side of which half of all families will fall.

This fact is most vividly illustrated by the large divergence between the official Department of Commerce estimates of median and mean income for the U.S. as a whole. Thus the Census Bureau has estimated, on the basis of the 1950 sample income survey, that the median income of about 39 million families in the U.S. in 1949 was $3,068. For the same year, however, the Department of Commerce estimated the total personal income of the U.S. as some $205 billion, earned by some 42 million "private households." If you divide these two figures, both of which are not regarded as subject to the kind of error usually associated with figures derived from samples, you will get a mean family income of about $4,880, or more than $1,800 greater than the median income derived from the sample survey.

The non-reporting of high incomes does not affect the estimate of mean income derived by the Department of Commerce, for that organization does



BBDO Newsletter

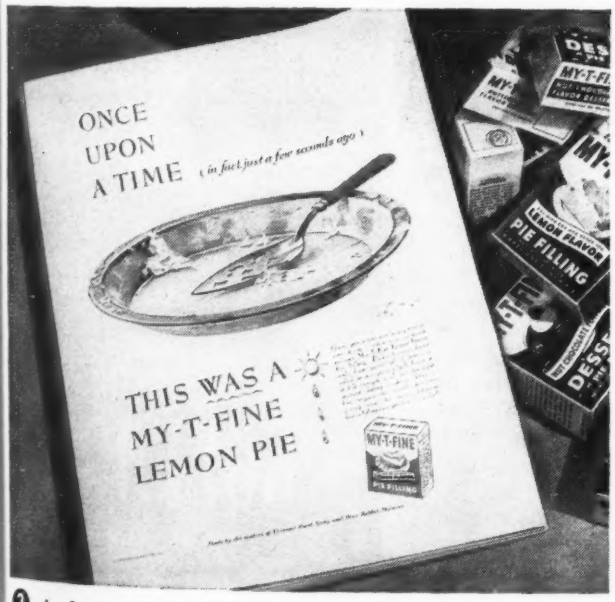
1. Rexall Radio
2. Complex Simplicity
3. Clean Plate
4. Pulling Power



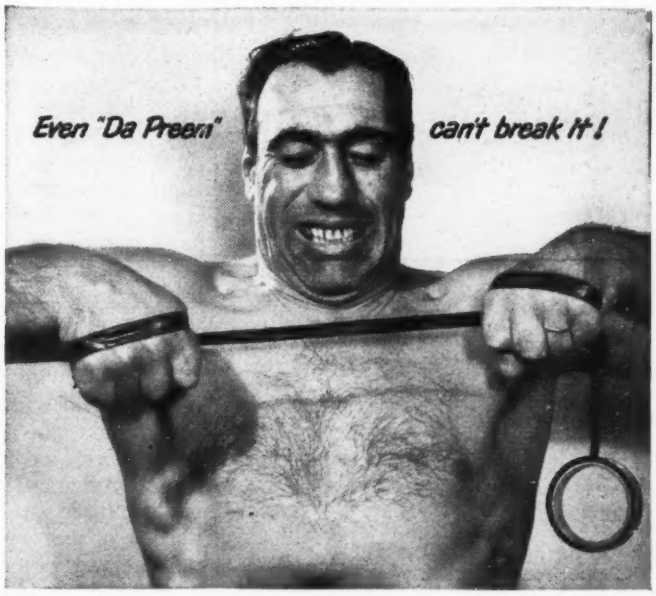
1 Amos 'n' Andy, one of the nation's top radio shows, visits seven million homes (Sundays, CBS). Now in their second year of sponsorship by the Rexall Drug Company and 10,000 independent Rexall Family Druggists, Freeman Gosden and Charles Correll lend their inimitable personalities to friendly but highly effective selling of the Rexall line. Rexall is a client of BBDO Los Angeles.



2 In this 10- by 14-inch full-color advertisement prepared for Libby, McNeill & Libby by BBDO Chicago, there are pictures of four people and 23 products, plus one headline, one selling slogan and 23 two-line blocks of copy. Startling result: simplicity! Like all Libby color ads, this one will be seen in thousands of stores. It was especially designed for adaption as an attractive point-of-sale poster.



3 A clean plate is one of a cook's best rewards. Maybe that's why this advertisement for My-T-Fine Lemon Flavor Pie Filling made such a tremendous hit when it ran in *Ladies' Home Journal*, *Woman's Day*, and *Family Circle*. The "pie that wasn't there" proved to be a first-class stopper. Here's proof that it pays to break the "rules" of food advertising every now and then.



4 Famous wrestlers can't snap "Scotch" Brand Filament Tape—it's strong enough to strap huge cartons or tow a truck. But as headliners of an industrial advertising campaign, they are helping break sales records for this BBDO Minneapolis client. Says R. P. Carlton, president: "The campaign has succeeded to a degree which we would have considered 'wishful thinking' at its outset."

he sold an Idea to the world

His entire life a portrayal of *thought* before *action*, Thomas A. Edison gave light to the world through a new concept of constructive planning. Today, in business, sound planning for direct advertising is the vital starting point. It determines the resultfulness and the ultimate cost of the effort.

Careful, intelligent and production-wise preparation of advertising is part of James Gray's "one-stop" service to large and small mailadvertisers.

When you need powerful ideas, copy and layout *with or without mechanical reproduction*, call Gray!



James Gray Inc.

IDEA MEN ★ LITHOGRAPHERS
LETTERCRAFTSMEN ★ PRINTERS

216 E. 45th St., New York 17, N.Y.
MUrray Hill 2-9000

not depend on personal responses to interviews, but instead relies on such factors as tax returns, payroll records of employers, farm income, etc.

Part of the divergence between median income, based on a personal canvass, and the Department of Commerce income average, is due to the fact that personal income, as defined by the latter, includes imputed rent and income payments in kind, which are not classified as income by the Census Bureau. Another fact which tends to boost the main family income estimates is that the family figure, as defined by the Census Bureau and discussed above, does not include the so-called quasi-families or residents of institutions, whereas the income figures are all-inclusive.

To the extent that the income figures published in the *Survey of Buying Power* are geared to the Department of Commerce averages, the SALES MANAGEMENT income per family estimates for cities will reflect the same general divergence from median family incomes, which are based on personal canvasses. Consequently, the SALES MANAGEMENT estimates of both per capita and per family income for cities and counties may be expected to run considerably higher than the median family incomes which will emerge from the 1950 Census. On the whole, however, there should be a high degree of correlation between the two sets of income data with regard to *relative* position.

The percentage figures by counties and cities on net E.B.I. are designed for comparison with similar percentages for population and for retail sales, so that subscribers can get the answers quickly to three vital questions: How *many* people, how *much* they spent, how *much* they *might* have spent.

Some subscribers, particularly research men and other technicians, may be left dissatisfied with the above description of how SALES MANAGEMENT makes its annual estimates of income. The editors regret that they cannot take them through each step and process. To SALES MANAGEMENT the formula and techniques used in making these estimates for the annual *Survey of Buying Power* are an important and valuable "stock in trade" which must be safeguarded.

Farm Market Data

(*See page* 97)

The farm market today represents a tremendously fertile field for the sale of a wide range of industrial and home - consumption commodities. American farmers had a gross income of over $37.4 billion in 1951, the highest total in history. Servicing this huge farm market, therefore, represents one of the most significant activities of our economy.

There are several alternative measurements of the farm market. The $37.4 billion figure mentioned above includes *cash receipts from farm marketings and government payments* which we estimate at about $33.5 billion, with the remainder representing the *imputed value of home consumption of farm products* and the *rental value of farm dwellings*. Since farm production expenses ran to $22.5 billion last year, the *net* income of farmers came to $14.9 billion. If to this figure we add the net change in farm inventories and the $2.2 billion paid to farm laborers, we get a figure of $18.8 billion to represent the *net income of the farm population*. Adding to this about $5 billion, representing income from non-farm sources available to members of the farm population, we wind up with $23.8 billion as the total income of the farm population, which makes up about 10% of the total national income.

While all of these different concepts have merit for different purposes, we have found that the con-

Don't overlook the multi-million dollar Golf Market

*for complete, low-cost coverage... use



GOLFDOM
The Business Journal of Golf



GOLFing
The National Players Magazine

See S.R.D.S. listings

cept of greatest use in marketing is what we call "gross dollars from farming," i.e., cash receipts from farm marketings plus Government payments. Estimated at $33.5 billion in 1951, this figure measures the sum total available to the farm population for expenditures on the entire range of goods and services required for either consumption or production.

Our state estimates of gross dollars from farming are projections for 1951 based on data for the first 10 months of the year available from the Bureau of Agricultural Economics. The allocation among counties was based on county reports on the value of farm products sold in 1949 as ascertained by the Census Bureau in the 1950 Census of Agriculture. In effect, therefore, we assume no alteration in 1951 in the relative distribution of farm income within each state from that established by the Census Bureau. Incidentally, the Census data will not be generally available in convenient form until 1952, so that our estimates represent probably the first published use of the new Census data.

It will be noted that in some counties farm income totals exceed total Net Effective Buying Income. In almost all such cases it will be found that farm expenses, i.e., deductions from gross income for wages, feed, fertilizer, depreciation, interest, etc., constitute a relatively high proportion of gross farm income, and that if all adjustments were to be made, net farm income would fall short of Net Effective Buying Income. The relation between net and gross farm income varies considerably according to types of farming. Thus in Southern states, the ratio of net to gross farm income may run as high as 90%, whereas in highly mechanized farming areas the relation between net and gross will fall below 50%. It was felt, however, that the gross farm income represented a better indicator of the importance of the farm market than would net farm income. The gross figure is certainly most important in assaying the county's potential for farm equipment, supplies and materials.

"Buying Power Quota"

The column headed "Buying Power Quota" is designed as an over-all index for use in setting sales quotas and advertising appropriations. It is a weighted index, including Effective Buying Income retail sales and population.

The number of people, their buying habits, and the amount of money they have to spend are each important in setting sales quotas and allocating ad-

The Consumers are Satisfied, too!



Would you be interested in a market for your grocery product where consumption steadily is higher than the national percentage, where your share steadily goes up, and where your margin over competitors steadily widens?

That's what you're offered by the combination of Small Town America and its own publication—GRIT.

Take, for instance, the canned milk field. In the national urban market it's bought by 65% of families . . . in the Small Town America of GRIT readers by 84.8%.

A leading brand with 31.3% of the national market has 39.8% of the GRIT reader market. When this brand began a consistent GRIT campaign in 1949, its share of the GRIT market was 35% and its lead over the second brand 4.5%. Since then, the *lead* has widened to 11.3%.

That's just one example of how products advertised to the 650,000 GRIT families run ahead of national averages. Let a GRIT representative take you through our Reader Survey and show you how often this happens. "GRIT sells for its advertisers . . . it can sell for you."

Putting Canned Milk Into the Home

"What brands of canned milk are in your home now?" we asked GRIT readers. And here are the percentages by which GRIT-advertised Brand A has improved its position over second-place Brand B annually:

	% 1949	% 1950	% 1951
Brand A	35.0	38.5	39.8
Brand B	30.5	29.4	28.5

GRIT
AMERICA'S GREATEST FAMILY NEWSPAPER
WILLIAMSPORT, PA.
SMALL TOWN AMERICA'S GREATEST FAMILY WEEKLY

This new salesman

"knows the score" better

than his competitor because ACB furnished the facts!



... with ACB Retail Store Reports, he is primed for every call ... knows the local inter-store competition ... store preferences in featured goods ... amount and frequency of advertising ... prices, etc.

Nothing seems to up-grade sales ability so much as ACB Reports.

They are radar-like in detecting merchandising action and change. These reports are made to your order from the daily newspaper advertising in each salesman's territory.

Through these reports the salesman sees his entire territory . . . store-by-store . . . competitor-by-competitor . . . day-by-day. Even on first calls he can talk with assurance about local merchandising. Continuous contact with the activity of his own and competitive accounts by means of these reports make his calls more fruitful with old customers.

With ACB reports, the home office executives can give far better support and direction to their sales force. More than 1,100 progressive companies use ACB Tell-All Reports.

☆ ☆ ☆

"We have been receiving ACB reports for many years. In addition to keeping us posted on advertising by individual dealers for our own and competitive brands of merchandise, your reports enable our sales force to do a better job of securing dealer cooperation. They also enable us here in the office to evaluate performance by salesmen and dealers."—Elgin National Watch Company.

ORDER ONLY WHAT YOU NEED ... NO MORE

ACB offers a variety of services based on information obtained from retail and/or national newspaper advertising. Coverage from one city up to nationwide. Your choice of several methods of selecting advertisements. Length of service from one day up. ACB's retail store advertising service described in adjoining column is a comprehensive service that is valuable to salesmen, sales managers and advertising executives alike. ACB's "paste-ups" are especially valuable to salesmen whose dealers need effective visual-aid selling.

Send for ACB's New Tell-All Catalog ...

It's brand new from cover to cover—48 pages—and as complete as we could make it. Describes fully each of the 14 ACB services. Gives many case histories. Gives cost of each service or method of estimating same. Has complete directory of all daily and Sunday newspapers (ACB reads every advertisement published in every one of them). The state breakdown of 1,769,540 retail stores is reprinted from recent U. S. trade census. Send for your free copy today!

ACB SERVICE OFFICES

79 Madison Avenue •	New York 16
18 S. Michigan Avenue •	Chicago 3
20 South Third Street •	Columbus 15
161 Jefferson Avenue •	Memphis 3
16 First Street •	San Francisco 5

ACB

The ADVERTISING CHECKING BUREAU INC.

vertising appropriations, but for the great majority of products no single feature is an accurate guide. Perhaps we were all *created* equal but we are not equal when we reach the buying stage; neither do we buy all of our merchandise in the towns in which we live.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Quota" which assigns 5 points to "% of U.S.A. Effective Buying Income," 3 points to "% of U.S.A. Retail Sales," and 2 points to "% of U.S.A. Population." In previous *Surveys* the column was called "% of U.S.A. Potential."

This "Buying Power Quota" can be used without change by national marketers in setting up sales quotas on a fair and equitable basis, in dividing up sales territories, in setting realizable goals for distributors; by advertising agencies, and by advertising departments in breaking down their appropriations and in deciding where to put added pressure.

Those organizations that do not distribute nationally but operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states and the combined "Buying Power Quota" of these 12 states, as shown in the page headed, "Summary of All Data by States and Sections," is 25% of the national total. Since this is one-fourth of the U.S.A. potential, he should multiply the "Buying Power Quota" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with important distributors and dealers *but the editors suggest that all national figures be reduced to a local level.* The distributor in Richmond, Va., can't see the counties in his territory as a percentage of the *national* total, but it is very easy to reduce them to an understandable figure. Let's assume that this distributor has 5 counties in his territory. The potentials for each will be found in the state section.

A typical set-up follows. The first column shows the "Buying Power Quota" from this volume, and the second column is the figure which results from using the total of the 5 counties (.797) as the base, 100:

County	Buying Power Quota %	Localized County %
A	.0460	5.77
B	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of *his* territory's volume. See the chapter on "How Subscribers Use the *Survey*" for other suggested uses.

Quality of Market Index

The last column, called "Quality of Market Index," is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buying Power Quota" by "% of U.S.A. Population." The U.S.A., of course, is the base, 100. This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. Those counties and cities which have an index figure markedly higher than that of the nation (100) or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. Note, however, that it is an index of *quality* but not quantity.

The Quality of Market Index should be used only in connection with other columns, not *independently*. Otherwise, undue emphasis might be placed on counties and cities which are high in quality but weak in quantity.

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It's Truly a GRAND JURY

Everyday people shop—pass judgment on your product. On top of that, neighbors and friends suggest, recommend, criticize. You're on trial everyday . . . before millions of American consumers. It's truly a "grand jury."

For this reason, people must be told about your product often . . . if you want to make it part of their daily lives.

The localnews daily . . . because it carries news people want to know . . . is your best friend among media when family decisions are being made.

The best news of all is local news . . . to readers and advertisers.

"LOCALNEWS DAILIES—*basic advertising medium*"

The **Julius Mathews Special Agency,** *Inc.*

NEWSPAPER REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • BOSTON
PHILADELPHIA • PITTSBURGH • SYRACUSE

How Other Subscribers Use the Survey

Examples of how the Survey is applied by executives of manufacturers and advertising agencies to a great variety of sales and advertising problems; a random survey based upon direct contact by SM editors and depth interviews by field investigators.

1. Setting Potential and Quotas

More evidence is available on the use of the *Survey of Buying Power* among appliance makers than is true of any other industry. The Admiral Corporation, for example, uses the "Buying Power Quota" (formerly called "% of U.S.A. Potential") to allot to each of the U.S.A. counties its percentage of Admiral's anticipated production. Because a distributor and his salesmen operate in a restricted territory, rather than nationally, the SM figures are translated into local terms. Each distributor's territory becomes a nation in itself, with totals adding up to 100%. For example, here is what Admiral calls the "Buying Power Index" for the New York distributor (the figures are taken from a previous *Survey* issue):

County	National BPI	Territory BPI
Bronx	.998	13.3
Kings	1.918	25.4
Manhattan	2.413	32.0
Nassau	.373	5.0
Queens	1.058	14.0
Richmond	.122	1.6
Suffolk	.154	2.0
Westchester	.499	6.7
	7.535	100.0

"It gives them a clear picture of what they're expected to do," wrote Wallace C. Johnson, Vice President in Charge of Sales. "It makes better merchandisers of them. . . . The *Survey* helps us to lower the cost of selling. Also it gives us a continuing check on the movement of goods to maintain par or better on the sales side."

The Zenith Corporation—like most other appliance manufacturers—also uses the "Buying Power Quota" column in setting quotas, but applied it in 1950, too, for the purpose of shaking up its territories in a decentralized planning job which set up six regions in the U.S.A. and gave new authority to regional managers.

2. Eliminating Unprofitable Territories

In 1949-50, Thor thoroughly shook up its distributional setup and cut the number of dealers from 20,000 down to 7,000. Retail sales figures from the *Survey of Buying Power* were used in a county-by-county analysis of the entire U.S.A.—and several hundred counties were eliminated completely from the Thor coverage because the cost of covering them would be greater than business would warrant. For example, out of 95 counties in several states in the mountain region, 47 were eliminated, to make possible a concentration on the most desirable markets.

3. A Two-Way Check On Potentials

Some marketing organizations use the *Survey* and no other figures to study potentials, but in some industries it is possible to match these against industry figures. At Calvert Distillers, for example, the *Survey* is used as one factor to determine whether a territory is producing up to par. (1) They apply known industry consumption figures against *Survey* population estimates to find the amount of liquor consumed per capita in an area. (2) Then they determine the amount of the market held by Calvert. (3) Next they take the *Survey* "Buying Power Quota" to determine whether or not each sales territory is obtaining its full share of the business. Thus they have a check of both actual and potential business —what the territory *should* absorb on the basis of its population, total retail sales and income, and what it *does*.

4. Quota Setting for a Non-Consumer Product

The Strathmore Paper Corporation uses *Survey* figures in combination with government and industry figures in assigning quotas. They rank the 86 cities in which they sell against population and income figures from the *Survey* and assign quotas based on averages of "% of Effective Buying Income" (from the *Survey*), data from the Government's commercial printing Census and figures compiled by the National Paper Trade Association.

5. "Buying Power All-Essential"

An executive of the J. M. Mathes Advertising Agency says, "In these days when clients want, more than ever, that their advertising dollars produce the utmost in results, we must make careful studies of media, in terms of coverage, not only of *numbers of people*, but people with money to spend. Our studies of sales budgets and sales achievement would be seriously in error if we didn't use the factors of buying power as found in your *Survey*. . . . We use the *Survey* constantly in making *sales tests* and at present have three in operation. The selection of the cities was made on the basis of *Survey* data, and important to us is the fact that we could convince the clients, by means of these data, that our selection of the particular cities was done on a logical basis."

6. Adjusting for Unworked Territories

Not every manufacturer operates in all counties of the U.S.A.; he may be a regional distributor or there may be peculiarities about his business which automatically eliminate certain territories from consideration. For example, temperatures are controlling factors in the sale of men's gloves and the Daniel Hays Co. has no market in some of the warm Southern states. Such a manufacturer, to make practical use of the *Survey* figures, must find out the percentage of retail sales (or population, or Effective Buying Income, or whatever factor he is using) represented in these impossible markets. Let's say it is 30%. Then the states representing the other 70% are, in actuality, 100% of his market and New York, for example, which in 1950 had 11.4490 of the retail sales of the entire country, would have 16.8300% of his *real* market.

7. For Merchandising The Advertising

Many manufacturers—or their advertising agencies—prepare for the salesmen county-by-county analyses showing such factors from the *Survey* as total population, number of families, retail sales, effective buying income—alongside county circulation figures of publications in which the company is advertising.

8. Showing Distributors Where They Stand

The James Jamison Co. takes the blue sky out of hosiery quotas for its distributors by first telling them how much they are *supposed to sell*—and

quill *is a pen*



but Quill *is a newspaper*

Without the capital "Q," quill can mean a variety of things: a pen or a porcupine spine, a calamus or a plectrum.

Spelled with an upper-case "Q," however, Quill is a respected American newspaper—and you can't drop the capital if that's what you mean.

The same is true of "coke" and "Coke." With the upper-case initial, Coke means only one thing . . . the product of The Coca-Cola Company. As a friendly abbreviation of Coca-Cola, it is a registered trade-mark.

Good practice requires the owner of a trade-mark to protect it diligently. That's why we keep asking for capital treatment for Coke and Coca-Cola, please.

P. S. Ice-cold Coca-Cola is capital refreshment.

Ask for it either way . . . both trade-marks mean the same thing.

Coca-Cola
REG. U.S. PAT. OFF.
"Coke"
REG. U.S. PAT. OFF.

THE COCA-COLA COMPANY



survey the selling power of your idea

- While you are studying SALES MANAGEMENT'S figures on *buying* power, you ought to be in the mood to consider how Burgoyne can help with a survey of *selling* power of your new program.
- Today's "fast" market movements make our *pre*testing more necessary than ever . . . a dependable method these national advertisers have used *for years!*
- Burgoyne store panels in Omaha, Madison, South Bend and Peoria told one client the selling power of a new promotion idea.
- Prove in advance the salability of your new product . . . package . . . price . . . promotion . . . any program to boost sales.
- Write for a proposal *today!*



then following that up with periodic reports on results. For example, a certain distributor serving a market of 9,743,788 people in Illinois, Wisconsin and Indiana has a trading area (according to the *Survey*) representing 7.27% of the national population, and 8.86% of the net purchasing power. Jamison makes a rough average of these figures and comes up with 8% of the mill production which this distributor should sell. Then they keep him posted on monthly shipments by dozens, and give him the percentage this represents of mill production.

9. Selecting the Quality Markets

Especially valuable to the makers of products which are "postponable purchases" is the "Quality of Market Index," when used in conjunction with the "Buying Power Quota." A watch company, for example, is looking for high discretionary buying power; it doesn't find it in the backward and depressed counties and cities but by studying the *volume* potentials in the column, "Buying Power Quota," and then checking against the next column, "Quality of Market Index," it can spot the areas which are worth especially intensive cultivation. One of these companies, for example, singles out those counties which have .2500 or more under "Buying Power Quota" and a Quality Index of 120 or higher.

10. Home Owners and Income

Certain manufacturers have more opportunity to sell home owners than renters. A paint company says, "Our advertising appeal is to people who are in a position either to buy or to choose their own brand of paint and the colors they prefer. If these people are homeowners they can do this. If they are tenants the chances are they are greatly restricted." . . . Eventually the Government will get around to releasing the complete results on the 1950 Census of Housing, showing owner-occupied and rented units by counties, but as this *Survey* goes to press only state figures are available for 1950. Figures from the 1940 Census can, however, be used with modification.

From the 1950 state figures released under the title, "Preliminary Reports on the Census of Housing, by States," the degree of change can be developed from the similar 1940 figures and applied against the county figures from the 1940 Census. If, for example, the 1950 preliminary figures show that there's been a gain of 2.5% in the number of owner-occupied homes in New Jersey, then the manufacturer could multiply the 1940 county percentages on owner-occupied homes in that state by 102.5 and get a figure which would be reliable except in occasional instances. These figures are then related to Effective Buying Income data from the *Survey*.

11. Measuring the Changes in Markets

The current *Survey* may be used on its own or in comparison with previous issues. At Young and Rubicam, for example, officers are interested in the *measure of change*, and find the continuing *Surveys* a valuable measuring rod. An area may continue relatively large, but is not keeping up with its former rate of growth or with other areas; another may be bounding ahead. Knowledge of such factors makes possible a more intelligent application of sales and advertising pressures.

At United States Rubber "the *Survey* is used to set sales quotas and as a guide to finding changing markets. The *Survey* indicates where to look for the greatest increases in sales and buying power. The columns on Effective Buying Income and Quality of Market Index are both used for the purpose. The 'Buying Power Quota' column is used in the setting of quotas for distributors."

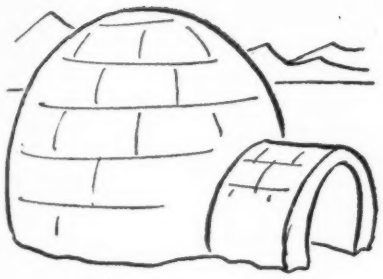
12. General Alignment of Sales and Advertising

Executives of Earle Ludgin & Company, Chicago advertising agency, say: "When you have a budget, and have to get results under the budget's limit, you learn how to spend the money you have. The *Survey* helps you to pick your market. You can say: 'these are good markets.' You learn to say, 'we can get in here' or 'we'll have to bypass this area.' The company sales manager must sit down with the agency account man and figure it out together. Through the *Survey* you can spot where sales *could* be good. And that's something you'd *better* find out."

Through working out accurate potentials and relating them to actual sales, the company and the agency can figure out:

1. Spots where the company is getting its fair share or more of the market.
2. Spots where the company is getting less than its proportionate share.

With a knowledge of sales vs. potentials the company then can apply extra pressures intelligently, such as expanding the newspaper advertising



When . . .



Holiday goes . . .



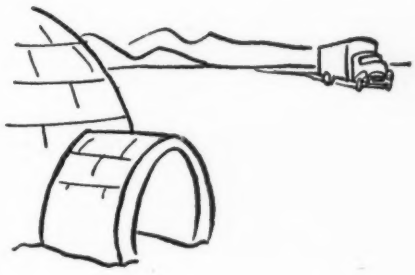
into a home . . .



the things . . .



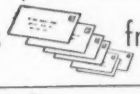
that occur . . .



are frequently . . .



amazing!

Even the coldest prospects  become hot when they're in the Holiday mood. But hot prospects  —like Holiday's more than 800,000 receptive, top-income families—become even hotter  when Holiday puts them in the pleasure mood, the Holiday buying mood. No wonder advertisers are getting big results  from Holiday magazine!

HOLIDAY—*means pleasure and pleasure means business!*

9,956

Thomas Register Advertisers used

37,281

Product advertisements in the 1952 Edition!

These important advertisers stand as vital proof that T. R. produces Substantial Results . . . Thomas Register is the foundation of industrial advertising programs.

The Only Paid Circulation in the field— ABC 96% Paid

THOMAS REGISTER

461 EIGHTH AVENUE — NEW YORK 1, N. Y.



in weak areas, or using radio stations for spot programs.

The *Survey* is used often in combination with other data. One agency reports using data for a carpet company as furnished by the Carpet Institute plus potentials derived from the *Survey*, and a consequent sweeping realignment of media allocations in various territories.

Another agency man reports that their recommendations on local media have been greatly simplified through the *Survey*. They appraise the specific markets in which a client is interested. Alongside each city name they put the "Buying Power Quota" for the Metropolitan Area (usually by complete counties). They total the percentages up and make the total represent 100. Then the percentages are re-computed and if on that basis a city area is down for 5% of the total potential, it receives 5% of the advertising dollar.

13. Picking "Live" Counties

In selling TV sets, the Stewart Warner organization finds the market spotty—as to good markets where there are good stations with good programs. They pick counties which are seemingly "live" in that they fall into the framework mentioned above. To these counties they apply a 3-month moving average (sales for the last 3 months, dropping the fourth month past as new figures become available). These sales are then compared with all-industry sales and with potentials as revealed by the *Survey* and:

1. A decision is reached on *how much* advertising to do in the area.
2. The total is then broken down between newspaper and radio advertising.
3. Point-of-sale items are allocated on the same basis.

If distributors want more support than is indicated as proper by this method of figuring they have to pay for it themselves.

14. Selecting Test Markets

A Chicago agency executive (Sherman & Marquette, Inc.) says, "No other source is anywhere near as helpful for selecting test markets." Typical cases: they selected the Hartford, Conn., area for a coupon campaign, sending a mailing to every rural boxholder, after mapping out the campaign. . . . For a new line of canned meats, investigators were employed, the number based upon *Survey* data, to question users how they liked the product. . . . The *Survey* helps them to develop, control and test markets in comparing old and new products.

The New York agency, Lennen & Mitchell, used a heavy spot radio campaign in two cities and compared results with sales in two other cities selected from the *Survey* as being similar in size and character.

In another New York agency the SM researcher reports, "in test city campaigns they start with 20 cities selected from the *Survey*." In another agency, he reports, "the *Survey* is often used to set up test cities, since no test campaign should be planned *without knowing the relative levels of buying power*."

In the January 15, 1952, issue of SALES MANAGEMENT the article, "How to Check Sales Results by the Paired-City Method," suggestions were offered on how to match cities against each other for testing and quota-setting. Many examples are given of "Tonis" in income, total sales or five categories of retail sales. One city or group of cities, for example, could be used to test a new sales or advertising plan—while others of similar potentials could be used as control cities which would not get the new plan.

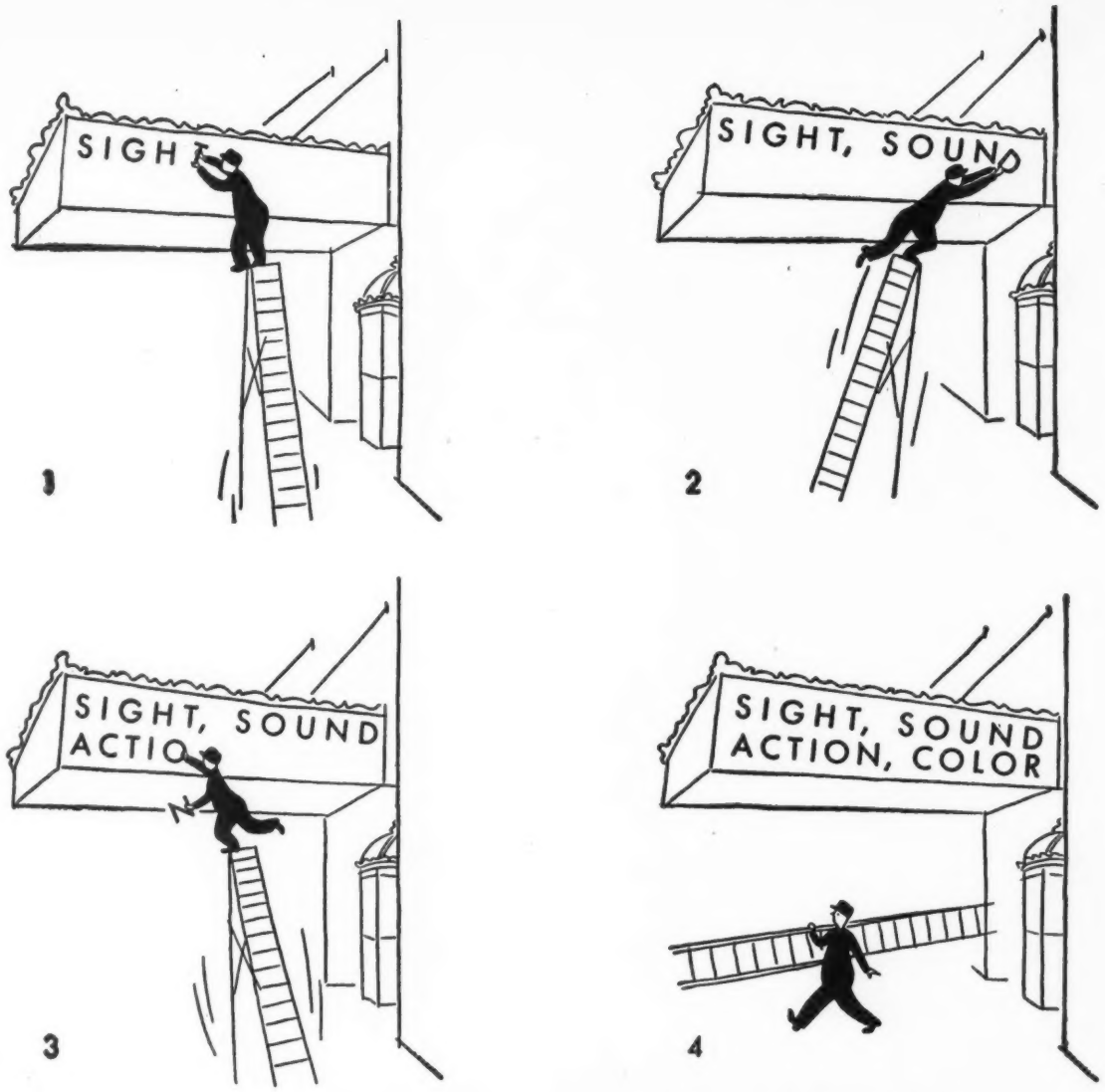
15. Handling Franchised Dealers or Producers

Where companies operate through franchises, as in the case of the soft drink industry, the franchise holders are often asked to contribute part of the advertising expenditures. This may be done on a case or unit basis, based on actual production and sales —or it can be tied in with potentials. One advertising agency writes, "We are faced with the task of allocating advertising expenditures of national and local campaigns to company-owned, and also to franchised, bottling plants. This just couldn't be done on a fair basis with sales and media data alone. The *Survey* gives us exactly the additional data that are needed to make each plant pay its fair proportionate share."

16. Setting Territory Potentials

Over-all goals are a requisite in any well-managed sales operation, and the big goals there must be broken down into smaller ones. Perhaps the most frequent use made of the *Survey* is to arrive at detailed territory potentials so that distributors and salesmen have decent equality of opportunity and so that their results can be checked against what they should be able to produce.

The potential may be simple or it may be complex. It can be a percentage of population alone, of retail



Your Ad has ALL FOUR when you put it in the Movies

When you use Spot Movie Ads (Film Commercials) in theatres, you get the benefit of SIGHT, SOUND, ACTION and COLOR to put across your sales story with maximum effect. In no other advertising medium can you buy so much selling power for so little.

Moreover, with Spot Movie Ads you can get completely selective theatre-by-theatre coverage in virtually any city or town over 1,000 population, including most TV areas. Spot Movie Ads offer a weekly audience equal to one-fourth the national population covering many important areas which TV does not reach at all! For more information, clip and mail the coupon now.

The Movie Advertising Bureau

MEMBER COMPANIES:
UNITED FILM SERVICE, INC. • MOTION PICTURE ADVERTISING SERVICE CO., INC.

National Offices: NEW YORK: 70 EAST 45th ST. • KANSAS CITY: 2449 CHARLOTTE ST.
CHICAGO: 333 NORTH MICHIGAN AVE. • CLEVELAND: 526 SUPERIOR N.E.
NEW ORLEANS: 1032 CARONDELET ST. • SAN FRANCISCO: 821 MARKET ST.

MOVIE ADVERTISING BUREAU
P.O. Box 1223, G.P.O. New York 1, N. Y.

Please send me more information about Spot Movie Ads in Theatres.

NAME _____

YOUR COMPANY _____

ADDRESS _____

_____



HOT IRON!

You spend money to **BRAND** an idea, a use, a package, a value a difference, a reason why—on large numbers of people.

You seek a preference that grows more difficult to get.

There has been a decided increase in the number of brands and a growing similarity in merchandise, its price, construction, etc.

There has been a decided increase in the volume of advertising sights, sounds, words and pictures with which people are confronted.

ANY BRANDING ADVANTAGE YOU CAN GAIN MERITS EXECUTIVE ACTION!

Your sales staff will get better results when they get UNINTERRUPTED attention from the buyer and your advertisement will register more sharply when it isn't hemmed in by jostling competitors in congested media.

- In "P. R." your Advertising Copy will Brand Better, since Your message will not be Interrupted by heavy advertising competition.
- The Editorial Make-up of this HEADLINER SHOW LIMITS the number of PAGES OF ADVERTISING.
- No two same product pages can run in the same weeks issue of "P. R."
- You Buy VISIBILITY—in "P. R." you get it.
- **"HOT IRON!" is the cry "P.R." delivers it.**

Sunday
Pictorial Review
DISTRIBUTED WITH THE SUNDAY ISSUES OF HEARST NEWSPAPERS IN THESE TEN MARKETS

BOSTON • NEW YORK • BALTIMORE
PITTSBURGH • DETROIT • MILWAUKEE
CHICAGO • SEATTLE • LOS ANGELES
SAN FRANCISCO

Buy one city — some or all the choice is yours

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE



Tell your sales story to physicians in the eagerly-read, every-member

STATE MEDICAL JOURNALS

34 State Medical Journals covering 39 states. One contract, one invoice for all. Cut the campaign to suit your cloth . . . Use our Space Budgets — **READY NOW!**

ALABAMA, Journal of Med. Assn. of
ARIZONA Medicine
ARKANSAS, Med. Society, Journal of
CONNECTICUT State Med. Journal
DELAWARE Med. Journal
DISTRICT OF COLUMBIA, Med. Annals of
FLORIDA, Med. Assn. Journal of
GEORGIA, Journal of Med. Assn. of
HAWAII Med. Journal
INDIANA, State Med. Assn. Journal of
IOWA, State Med. Journal of
KANSAS, Med. Soc. Journal of
KENTUCKY Med. Journal
MAINE Med. Assn., Journal of
MARYLAND Med. Journal
MICHIGAN State Med. Soc. Journal of
MINNESOTA Medicine
MISSOURI STATE Med. Assn., Journal of
NEBRASKA State Med. Journal
NEW ENGLAND Journal of Med. (Mass., Newilamp.)
NEW JERSEY, Journal of Med. Soc. of
NEW ORLEANS Med. and Surgical Journal
NORTH CAROLINA Med. Journal
OHIO State Med. Journal
OKLAHOMA State Med. Assn., Journal of
PENNSYLVANIA Med. Journal
ROCKY MOUNTAIN Med. Jour. (Colo., Utah, Wyo., New Mex., Mont.)
SOUTH CAROLINA Med. Assn. Journal of
SOUTH DAKOTA Journal of Med.
TENNESSEE State Med. Assn., Journal of
TEXAS STATE Journal of Med.
VIRGINIA Med. Monthly
WEST VIRGINIA Med. Journal
WISCONSIN Med. Journal

STATE JOURNAL ADVERTISING BUREAU
of the American Medical Association
535 N. Dearborn Street
Chicago 10, Illinois

sales, of a type of store operation, of income—or combinations of the above. Many find that the weighted "Buying Power Quota" has the proper balance. Others modify it by adjusting the weights.

No potential figure can be used with maximum effectiveness unless it is accepted as valid by those to whom it is applied. There will be some distributors and some salesmen who will rebel against *any* potential, but readers say that such is the acceptance and fame of the *Survey* that seldom is it necessary to say more than: This is the percentage as shown by SALES MANAGEMENT'S *Survey of Buying Power.*" An American Home Products executive says: "By using SALES MANAGEMENT estimates we are quoting an authority; the man knows he is viewing unbiased information, not just data we have dreamed up to give him a shot in the arm."

Justifiable gripes on the part of salesmen can be avoided to a large extent if reasonable potential figures are developed for all segments (the majority do it on a county basis) in the area covered by the company, and if each salesman is then given an approximately equal share of the whole. Inequality of opportunity is a complaint voiced frequently by salesmen, and it is one complaint which can be eliminated by honest, careful territory delineation.

17. Coordination with Media Figures

In the Chicago branch of a large New York agency an executive says, "We use the *Survey* not only for markets, but for comparing one media with another. We use it to ascertain the weakness of one medium in a certain area and then try to offset this weakness by buying complementary media. For example, one magazine may be weak in an area, another strong. We use ABC circulation figures to correlate with the market data in the *Survey*. We likewise correlate with the best available radio and TV figures."

Currently, a group of ten Chicago agencies is developing a cooperative venture involving a comprehensive breakdown of major magazines, supplements and comics. Data used from this *Survey* issue—will include estimates of population, households, total retail sales, food sales and drug sales —and will be correlated with other data obtained through the Bureau of Advertising of the American Newspaper Publishers Assn. "The Metropolitan Areas and other geographic entities into which we wish to break down publications will—by unanimous agreement—include the 162 Metropolitan Areas as published in your 1951 issue and will be extended to include any 'potential' areas you publish in 1952."

18. The 200 Best

A large New York agency in choosing magazines starts out with the *Survey* table on the 200 cities and counties leading in Effective Buying Income. Then magazine circulations are broken down to indicate the percentage of families reached in other leading markets, and the ones having the greatest coverage of these top markets are recommended to clients.

A Philadelphia hardware manufacturer uses the same set of tables for quickly spotting the sales centers according to importance nationally, while another manufacturer, most interested in small-city and rural markets, maps his total national potential by *subtracting* the totals for the "200 Leading" from the U.S.A. totals.

19. Quality of Market Index

One of the largest distillers reports that his problems on one brand are quite different from the others. For



first in television

means

first in advertising

NBC-TV

leader in:

time sales	exceeds Network B by 39% in gross network time sales. *(PIB, Jan.-Dec. 1951)*
coverage	reaches an average of 23% more markets per nighttime program than Network B.
programs	averages six out of the top ten shows each week.
audience	reaches 14% more homes than Network B for the average nighttime program.

Source: American Research Bureau
October 1951 – March 1952

NBC television

a service of Radio Corporation of America

No. 1 Medium For Your Sales Success

his low-priced brands, "Buying Power Quota" is most valuable, but on his first-line brand, the Quality of Market Index (last column in the tables) is his key to most responsive markets.

20. Marketing A New Product

When a company puts out a new product for which it has no comparative data in its files, nor is there association or Census data, the *Survey* can be used as the sole basis for estimating potential sales, but it will have to be done on a trial-and-error basis until experience indicates the factor or combination (such as families, total sales, sales of a store-type, or income) with the highest correlation.

21. Setting Sales Quotas

If territories are properly aligned—with relatively equal opportunity, and due regard given to physical factors (the work load) such as density, roads and other physical factors—the setting of reasonable quotas is a simple matter, calling only for the breakdown of the company's over-all quotas into the relatively equal parts as outlined by the territorial divisions.

Suppose the company covers the country with 50 salesmen. Counties are so assembled, according to potentials developed from the *Survey*, that each territory should account for 2% of the volume. Then, if the over-all quota is 1,000,000 units, each salesman is held responsible for 20,000 units.

Anticipate the problem of expanding or contracting the number of salesmen by splitting the area into many equal parts. If you have 50 salesmen, for example, you might well have 100 equal territories with each man handling two. If subsequently you double your sales force, each man would have one.

22. Routing the Sales Force

Sales costs can be lowered and efficiency increased, if wasteful or useless travel is eliminated. One sales manager reports that in an Iowa territory he discovered by plotting *Survey* potentials against reported travel time that his salesman was spending 15% of his time in cities that produced 75% of his business, and 85% of his time in the "thin" and "dead" areas which were good for only 25% of his volume.

23. Determining Weighted Sales Potential

The "Buying Power Quota" is a weighted figure (5 points E.B.I., 3 points retail sales, 2 points population) which has been found satisfactory by the majority of manufacturers who supply articles which might be labeled "comfort" or "luxury" items. To those who make low-priced mass-consumption articles, the factors of total population and retail sales volume in specific store categories take on added importance. A large food company, for example, assigns 4 points to population, 4 points to food store sales, and only 2 points to Effective Buying Income. The U.S.A. percentages which are not shown in the *Survey* (store categories) may be computed by the subscriber or are available from Market Statistics, Inc., 432 Fourth Avenue, New York City 16, N. Y.

24. Allocating Media Against Potentials

An executive of C. J. La Roche Company told SM, "Without the *Survey* I would not be able to do a competent and adequate job of media recommendation. I am using it right now, for example, to get sales potentials of certain states. I will then choose the 100 best cities in those states and determine whether or not the media allocation is proportionate to sales potential in each of the cities."

At Foote, Cone and Belding officials took from the *Survey* the counties most important in drug sales. Then, using other data, they chose from these counties those showing the greatest frequency of the common cold. Advertising was then planned to give greatest concentration in those areas where greatest overall potential was combined with the special interests of that particular client.

25. Applying Pressure Where Most Needed

Colgate-Palmolive-Peet is a large user of so-called "national" media and has only a modicum of control over the territorial distribution of such expenditures. They use local media to buttress the "national" campaigns. For each of their products potential maps have been developed from *Survey* figures, supplemented with certain factors of their own. The potential is compared with actual sales, and local appropriations are predicated largely on the comparisons.

The H. J. Heinz Co. mobilizes for mass markets by splitting its products into a half-dozen groups, with each group sales manager functioning as the "general manager of his own business." These group managers are charged with keeping their own prod-

Don't overlook the multi-million dollar Golf Market

*for complete, low-cost coverage... use

GOLFDOM
The Business Journal of Golf

GOLFing
The National Players Magazine

See S.R.D.S. listings

Use KLEEN-STIK
The Moistureless Self-Sticking Adhesive
to make sure your Literature Pockets GET UP and STAY UP!



Cuts dealer resistance
Wins free ad space on Sales Avenue
Eliminates Point-of-Purchase waste
Available through any printer or lithographer

KLEEN-STIK PRODUCTS, Inc.
225 N. MICHIGAN AVE. • CHICAGO 1, ILL.
Write today for your KLEEN-STIK IDEA KIT FREE!

ucts moving—even in competition with the other Heinz group. Each works on a sales potential arrived at through a combination of *Survey* figures plus past experience of the company.

Sometimes a company prepares these comparisons; in some the company turns area sales figures over to their advertising agencies for comparison with SM's *Survey* potentials, and special advertising is appropriated to fill in the gaps.

The full effect of magazine and network radio and TV cannot be realized unless the company does a bang-up job of merchandising its campaign to its own salesmen, wholesalers and dealers. To do this the "national" must be made "local"; through breaking grand-total figures down to states, counties, cities. A distributor may be yelling for more help. The company or its agency uses the *Survey* to get data on population, families, sales or income for the distributor's territory, then takes the circulation in the area of magazines used (or the local radio outlets of the network program) and sets these down against the distributor's market.

26. Breakdowns by Metropolitan Areas

A Chicago agency head says, "We use *S.B.P.* on every account, not only for market selection but also for media buying purposes. We break down the media by Metropolitan County Areas. . . . *Survey* data serves as a bridge to connect three islands: (a) media, (b) the sales department, (c) the advertising department. All are wound up in the same ball of wax. . . . We have to buy media at a price that involves population and families. We must know the market is there, if the people are there at the price, and if the sales department is willing to take it at the price."

27. Deciding on New Branches

The Miles Shoe Company reports that the *Survey* is used both by the Sales Department and the Real Estate Department to determine whether or not a town warrants a Miles store.

The United States Rubber Company uses the *Survey* often in the planning of locations for new plants or distribution branches, in addition to choosing distributors according to a logical pattern.

28. Best Type of Media?

At the C. J. La Roche Company a client wished to determine which *type* of media would be best for him.

What's good **safe** *advertising?*



If you judge by results (which isn't a bad standard) Mosler Safe Company gets a blue ribbon on three counts:

GOOD IDEA

GOOD PRESENTATION

GOOD MEDIA SELECTION

In reporting the Mosler campaign, TIDE Magazine said: "With 1951 sales running at least 25% over 1950, the company is understandably optimistic."

BUT WHAT ABOUT 1952? Ad Manager Langdon R. Littlehale reports:

> "As far as actual sales are concerned for January, February and March of this year, The Wall Street Journal is way out in front – ahead of all newspapers we are using over the country, including the metropolitan dailies."

Whether for safes or any other product or service which businessmen can use, you'll be safe in counting on the attentive readership of The Wall Street Journal's 48-state, alert, buy-minded and buy-able audience. Here is the circulation which increasing numbers of advertisers and agencies label the best business prospects in the country.*

* ***Data on request; send for it today!***

THE WALL STREET JOURNAL

Published at:

NEW YORK	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St.	12 E. Grand Ave.	911 Young St.	415 Bush St.

Local Newspapers Give You



1. Selective coverage of your key city markets.
2. Selling pressure where you want it.
3. Better identification with your local outlets.
4. Enthusiastic dealer support.
5. Advertising that pays off right away!

No outside publication has the reader loyalty and complete home coverage to be secured through local newspapers.

WALLACE WITMER CO.

MEMPHIS • NEW YORK • CHICAGO • BOSTON

"They wanted to know whether sales of their line—a quality product—were concentrated in large cities or distributed proportionately and not concentrated. We found in the store-type data that sales were proportionate to city size, not concentrated. This information led to the decision to use magazines."

29. Cooperative Advertising

Potentials arrived at by applying *Survey* data are used by many companies to determine the amount of cooperative advertising for dealers.

30. Food Business Quotas

Many companies develop their own potentials from *Survey* data instead of using the "Buying Power Quota" column. At Kraft Foods Company, for example, a department head reports, "We use SM's figures, weighted Food Store Sales 5 points, Effective Buying Income 3 Points, Population 2 points."

Media decisions for Reid and Murdock are based upon detailed maps which show counties in green where food sales are above average in dollars, blue 65% to 99% of average, red and brown, far below average. In top counties, families spend upwards of $1000 annually for food, in poor ones less than $300.

31. To Land New Agency Accounts and Hold Old Ones

Many advertising agency officers told SM researchers that *Survey* data was used in all presentations designed to get new agency accounts. "Demonstrates that we are sound in our approach to markets and media," one man said. Another reported landing a big drug account with the aid of a presentation which broke the U.S.A. market down into the leading and most responsive drug purchasing areas, and a careful selection of media concentrated in those areas.

A New York agency writes, "When we make a 'pitch' on a prospective account, an important element in our solicitation is an analysis of potential markets. We find our prospects are always favorably impressed with the detailed, up-to-date, logical tabulations we are able to make using your *Survey* data."

Just as the 1952 issue is about to go to press, another agency head reports that use of *Survey* data enabled them to hold an account against the onslaught of larger agencies. *Survey* data showed a growth factor for the client far above national figures.

32. Checking Against Media-Supplied Figures

A Kenyon & Eckhardt executive says that "media figures are almost always checked against the *Survey*," while another agency executive with 25 years of media-buying experience reports, "One of the greatest aids to intelligent space buying developed during my time is the *Survey of Buying Power*. Today nearly all of the important newspapers and magazines use *Survey* data in their presentations and so we have two *solid* standardized sources quoted in the data supplied by media, those being the Audit Bureau of Circulation and the *Survey*."

33. Life Insurance

An official of The New York Life Insurance Company writes, "To determine a goal, we have taken the territory of each branch office, broken

Win Western Homemakers with WESTERN FAMILY

800,000

GUARANTEED CIRCULATION

4 Separate Editions

Distributed by over 4,400 Supermarkets that are members of Pacific Mercantile Co. and its 11 affiliated associations:

Associated Grocers, Phoenix, Arizona
Spartan Grocers, Inc., Los Angeles, California
Certified Grocers of Hawaii, Ltd., Honolulu, T.H.
Certified Grocers of Calif., Ltd., Los Angeles, California
United Grocers, Ltd., San Francisco, California
San Francisco Grocery Co., San Francisco, California
Dependable Wholesale Co., Boise, Idaho
Associated Grocers Co-Op, Seattle, Washington
United Grocers, Inc., Portland, Oregon
U.R.M. Stores, Spokane, Washington
Associated Food Stores, Salt Lake City, Utah

ADVERTISING OFFICES: Los Angeles • San Francisco • New York • Chicago

down by counties, have shown our company's actual paid business in each county and what we believe would be the potential share on the basis of our share of the national business of the billion-dollar ordinary life companies after applying your county buying power factor."

At the Equitable Life Assurance Society the *Survey* is used in the allocation of territory to two or more agencies within a state. "Further, when field offices have been shifted, *Survey* figures are compared with actual sales figures to judge the results of the shift. *Survey* data also is used extensively to locate new unit offices."

Other frequent *Survey* uses in the insurance field include studies of income and growth factors to determine the *worthwhileness* of proposed building ventures or the issuance or purchase of mortgages.

34. *Raising Community Funds*

A great many SALES MANAGEMENT readers, as good citizens, serve on fund-raising committees. An executive of International Business Machines Corporation, for example, writes that he used per family Effective Buying Income *Survey* figures for his own community, as compared with other communities in the immediate area, to justify a greatly expanded quota.

35. *Sales of the World's Largest Business*

For more than ten years the United States Treasury Department has set its bond selling potentials from the *Survey* column "Buying Power Quota" (formerly "% of U.S.A. Potential"), and in certain typical drives were within ½ of 1% of the potentials in 45 out of 48 states. These repeated success stories by the "world's largest business" are an acid test of the accuracy and practicality of *Survey's*.

In 1951, the Economic Stabilization Agency used similar *Survey* figures in its task of setting up a field organization. The problem here—similar to that faced by many private organizations—was to set up territory offices to serve areas of relatively similar size in volume of business.

36. *Typical Cases Based Upon Use of IBM Cards*

The transfer of *Survey* and government data to IBM cards has made possible many special uses and adjustments that have not previously been possible. The following exam-

Let the "Rep" help you



National advertising campaigns originate in certain wisely-defined and strategic points right across the map. It is significant that The Branham Company has offices at every one of these creative centers with service and personnel geared to both the immediate sector and the national picture.

Branham-men are seasoned advertising counselors. Market and media-wise they are in constant *daily* contact with all factors that develop national advertising policy and campaigns. Branham is a *sales* organization representing leading media and serving agencies and national advertisers. Branham-men also work closely with field representatives, distributors, dealers, etc.

We welcome the opportunity to serve you.

National Advertising Representatives

THE BRANHAM COMPANY

ples illustrate only a few of the effective uses that enterprising marketing executives have developed in the past three years, since the IBM cards have become generally available.

Interested parties can buy "decks" of these punched cards or can arrange to have them run off, with or without special analysis.

For detailed information on what is available on IBM cards, write to: Dr. Jay M. Gould, Managing Director, Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y.

A general picture of what is available through the IBM cards:

(1) The entire contents of this 1952 *Survey*
(2) The *Surveys* of 1949, 1950 and 1951.
(3) Census of Business, 1948.
(4) Census of Population and Housing, 1950.
(5) Industrial Data from Census of Manufacture, 1947.

Some of the information is taken directly from these sources, while other data are the result of special tabulations. Practically all of the material is available in printed form through past *Surveys* or government data, and marketing directors have the choice of developing what they want through hand copying and tabulation or using IBM cards.

A. *Modifications in "Buying Power Quota":*

Some manufacturers find that the SM standard formula of 5 points for Effective Buying Income, 3 for retail sales and 2 for population is not as good for their special needs as a formula tied in more directly to their distribution problems. For example, a manufacturer of washing machines and other appliances had the IBM cards run through to substitute families for population, sales of furniture-household-radio stores for total retail sales, and a greater emphasis on income. His formula is 6 points for % of U.S.A. Effective Buying Income, 2 points for % of sales of furniture-household-radio stores and 2 points for % of U.S.A. families. . . . A large food manufacturer had a similar run-through made of the punched cards but gave 4 points for % of U.S.A. population, 4 points for % of U.S.A. food sales, and 2 points for % of U.S.A. Effective Buying Income.

B. *"Urbanized" Sales:*

Consumer demand for a wide variety of goods and services, of which insurance sales is only one example, seems related to the degree of urbanization of an area, as well as to other factors such as Effective Buying Income. Thus, as between two counties of equal population and income, the one that is more "urbanized" will reflect greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance, and on such goods as fashion apparel lines and jewelry. This fact suggests the desirability of calculating an "urbanization factor" (called R), consisting of the ratio of the population of all cities in a county to the county population. Then, the potential percentage for each county for an "urbanized" commodity or service may be obtained from a formula such as:

% of U.S.A. income x $(1 + .20R)$

which assumes that completely urban areas will receive 20% more sales than the corresponding equivalent rural area. This formula can be pretested (as should all such correlation formulae) to establish the most suitable adjustment factors.

C. *Ranking of Cities by Size Groupings:*

Many companies have found it desirable to regroup cities into various classifications not found in the *Survey*. The IBM cards have facilitated the



Move Branch Personnel this prompt way . . .

When the company pays the moving bill, make sure the move wins your employee's good will! Assure prompt, courteous, dependable handling of his prized furnishings by calling the North American Agent! Federally chartered in all 48 states and Canada . . . More agents in more cities. North American expertly moves convention displays, office furniture or plant equipment, too. Plan moves with a "Survey Service" Estimate. No obligation.

Call Your Local North American Agent!

Consult your classified phone book



North American VAN LINES, Inc.

Dept. SM-5, Ft. Wayne, Indiana

AMERICA'S LEADING LONG-DISTANCE MOVING ORGANIZATION

distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market characteristics emerge from such analysis. For instance, although per capita and per family income vary directly with the population size of city, the largest per capita food sales are found in cities with populations of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sale of drugs are in the cities with populations between 100,000 and 500,000.

D. *Degree of Retail Concentration*:

Many users of *Survey* data will note that frequently the retail sales of an area will exceed the net income. This does not, of course, mean that the residents of the area are living beyond their means. It does mean, however, that the retail outlets of the area are serving many residents of contiguous areas. Thus the per-capita sales ratios of many areas will reflect not only the income level of the area but also the degree of retailing concentration, i.e., the extent to which retail sales is boosted by sales to residents of other areas. A county index of retailing concentration has been constructed by dividing the retail sales percentage by the income percentage, which has been found useful in certain marketing problems. Thus, in the case of goods sold directly to consumers, potentials based on sales data must be adjusted for variations in the degree of retailing concentration.

E. *Growth Trends in Sales and Population*:

Many users of *Survey* data are interested in maintaining back series for each county and city in order to isolate divergent regional trends. One difficulty in the use of past *Surveys of Buying Power* for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Thus, while on the whole, valid indications of trend movement will emerge from comparisons of estimates in the 1952 *Survey* with past *Surveys*, there will be occasional discrepancies due to revision of levels. For those interested in long term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and sales in 1939, 1940 and 1951 for all counties. Indices of change have been calculated and compared with the national change.

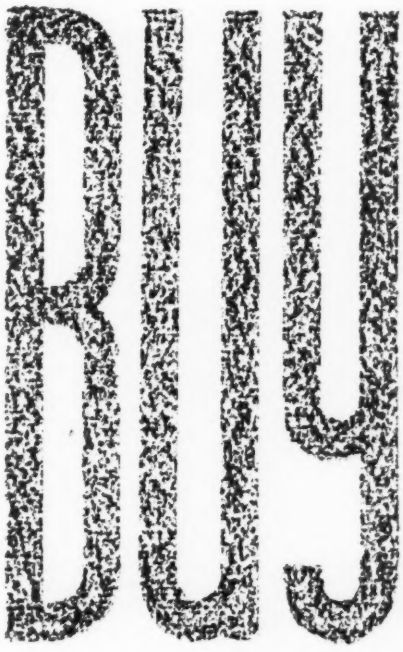
F. *Establishing Quotas for Geographic Areas*:

By far the most popular use of the IBM cards containing *Survey* material is, of course, in the establishment of sales quotas for counties. However, for companies having national distribution based on, say, 100 areas, the job of regrouping 3,072 counties into 100 areas is often a tedious and arduous, though routine, clerical task, particularly when the quota is based on more than a single factor in the *Survey of Buying Power*. With the use of IBM cards, however, this task can be performed within three days.

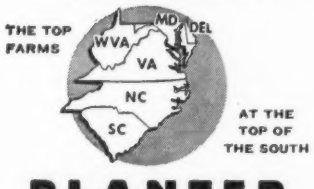
G. *Industrial Sales Data:*

County data for *all* counties—and not just the leading 200—are available on IBM cards covering essential information from the 1947 Census of Manufactures, plus projections made by SALES MANAGEMENT for 1951.

Sell the Farmer Who Can



THE SOUTHERN PLANTER



By counties, farms owning tractors are identical with livestock farms, and in the "Top of the South", Southern Planter coverage is identical with both. Other indicators of farm buying power — individual ownership, electricity, cars and trucks — *all* are of a pattern with Southern Planter readership.

Write us — in Richmond, Virginia — for the *Facts!* (In New York, 155 E. 44th; in Chicago, 333 N. Michigan).

Again

The Saturday Evening

POST

carried the most!

For years the Post has carried more advertising than any other magazine. Here are the page figures for the first quarter of 1952:

POST	**982 pages**
LIFE	**837 pages**
COLLIER'S	**348 pages**
LOOK	**306 pages**

The Saturday Evening POST-gets to the heart of America

Leading Industrial County Markets

The statistics in this section represent a publishing "first". Industrial data of this kind and scope have never been published before. To estimate "Value Added" in 1951 for nineteen industry groups, and for all leading counties, SALES MANAGEMENT had to develop reliable basic data for every county in the nation.

In this *Survey*, SALES MANAGEMENT presents statistics on industrial markets of a kind that have never before appeared in print. The fruit of a full year of experimentation, imagination, and a good dose of dogged determination—our research staff has succeeded in developing for every county in the nation reliable data on the number of plants, employment and value added in each of nineteen major industrial classifications, as follows:

Census Code No.	Industrial Classification
20.	Food and Kindred Products
21.	Tobacco Products
22.	Textile Mill Products
23.	Apparel and Related Products
24.	Lumber and Products (except Furniture)
25.	Furniture and Fixtures
26.	Paper and Allied Products
27.	Printing and Publishing Industries
28.	Chemicals and Allied Products
29.	Petroleum and Coal Products
30.	Rubber Products
31.	Leather and Leather Products
32.	Stone, Clay, and Glass Products
33.	Primary Metals
34.	Fabricated Metal Products
35.	Machinery (except Electrical)
36.	Electrical Machinery
37.	Transportation Equipment
38.	Instruments and Related Products

All major classifications are covered except Ordnance (restricted) and Miscellaneous.

Census Bureau Fear of Disclosure

Those familiar with industrial marketing data will know that such information has never been released for *all* counties by the Census Bureau, chiefly because of the Census Bureau's necessary adherence to the "disclosure" rule. Being prohibited by law from publishing any statistics that disclose information reported by individual companies, the Census has followed the practice of: 1) Showing employment for a particular industry or locality only when three or more companies are involved. 2) Showing value data for any industry or locality only when three or more companies are involved, and provided also that one or two companies do not produce a very large proportion of the combined output.

The insistence on having at least three companies involved was based on the fact that publication of a total for two firms would enable either firm to establish the statistics of the other firm by subtraction.

Since manufacturing is highly centralized, a single firm or pair of firms will frequently dominate the entire activity of a single county, and consequently require concealment in Census publications.

How the Data Came Into Being

In preparing the estimates of value-added in 1951 published here, it must be emphasized that no attempt was made to use unpublished Census materials. Our starting point was a tabulation of 1947 Census of Manufactures data which showed for each county in the U.S.A. the number of plants in each of three different size-categories for twenty industrial classifications. For each of these 180,000 "cells," our research staff prepared estimates of the average number of employees, and of the average value-added per employee for each plant listed for that "cell" by the Census Bureau. These estimates were based on a series of studies for each industrial group of the variation in size of plant and value-added per employee, and the results checked against Census published data and against employment and payroll data taken from Social Security tabulations, which in some aspects offer more detailed information than the Census.

After the 1947 base data were established, projections were first made to 1949 on the basis of Social Security payroll tabulations; the Census Bureau's Annual Survey of Manufactures taken in 1951 carried the data through 1950, and finally, the 1951 projections were based on data on employment trends in twenty industrial classes prepared by the Bureau of Labor Statistics. A spot check of new industrial installations since 1949 was also made to ensure inclusion of new plants not covered either in the 1947 Census or covered by the 1949 Social Security tabulations. All the data developed at each stage of the inquiry have been transferred to IBM cards and are consequently available for industrial marketing analyses.

The most obvious and immediate use that such data can be put to is the preparation of rankings of the leading counties for each industrial category. Thus, we learn for the first time how industrial concentration varies from industry to industry. We learn, for instance, that the two hundred leading counties in food production accounted for 77% of value added in food manufacturing in 1951, whereas in textiles and apparel, the 200 leading counties accounted for over 85% of the total value added. These, and similar statements for other industries, are facts never before established and made generally available. We learn that industrial concentration is least in the lumber industry, where the 200 leading counties account for less than half of total value added. On the other hand over 95% of total value added is accounted for by 92 counties in tobacco, 142 counties in rubber, and 126 counties in instruments and related products.

Industrial suppliers can use these rankings and the data on which they are based to establish sales quotas in precisely the same manner that the companion tables for population, sales and income are used for consumer marketing problems.

One note of caution must be sounded. Consumer markets are far more stable than industrial markets. It is not uncommon in some industries for employment and value added in an area dominated by a few plants to fall as much as 50% or increase by 200% within a single year. Consequently, the margin of error that must of necessity be accorded our estimates

DISTRIBUTOR SALES HIT NEW HIGH

INDUSTRIAL DISTRIBUTION's Sixth Annual Survey of Distributor Operations shows that industrial distributors set a new sales record in 1951. Returns indicate that distributors' sales of industrial equipment, tools and supplies totaled $4,128,000,000 — an increase of 29% over 1950.

New England and the Middle Atlantic region led in sales increases with 46% and 43% respectively. The smallest gain was made by the East South Central area, with 12%. One West Coast firm rolled up a gain of 197%.

There was a 7% increase in distributor employees and a 6% increase in outside salesmen. The Middle Atlantic region led in increased employees (12%), the West in increased salesmen (11%). Paralleling the growth in working forces was the improvement in their productivity. Nationally, sales per employee jumped 18%, with New England scoring an increase of 41% in this department.

Distributors billed an average of 13% more invoices in 1951, and invoice value was up 12%. New England led the way in increased number of invoices billed, with a 25% increase. The average size of the invoice was $49.50, with the West South Central distributors recording an average invoice of $61.73.

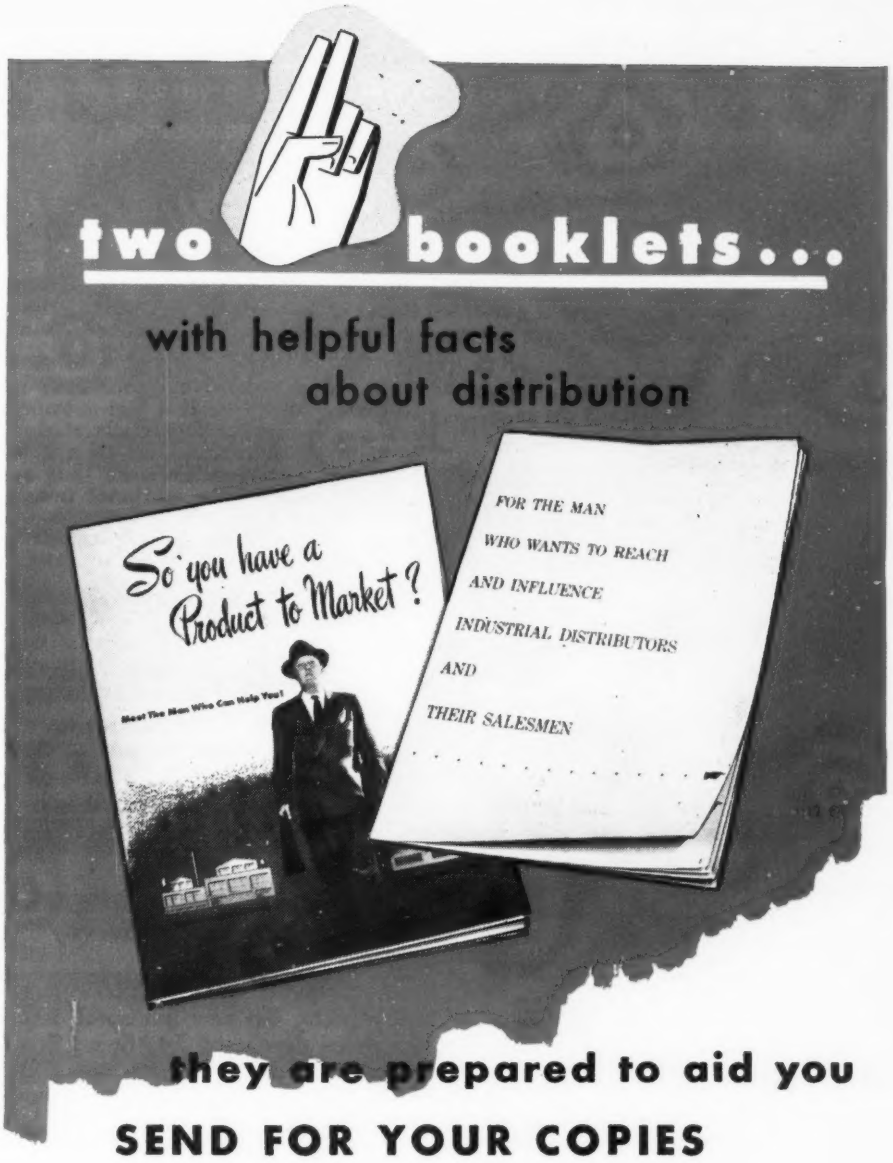
Inventories held by industrial distributors are up 21%, with the West and West South Central regions showing the greatest increases. (29% and 35% respectively). The East South Central showed the smallest gain in inventory, with an 8% increase.

Although distributors in 1950 estimated that 1951 sales would run from 1 to 20% ahead, the great majority achieved sales increases well above 20%. This year's survey shows the same conservative outlook — over 40% of the participating distributors expect sales to remain about the same.

Manufacturers of industrial equipment, tools and supplies have found the Annual Survey of Distributor Operations (although prepared primarily for distributors) useful to them in checking their own sales performances. For example, how did your sales showing nationally compare with the 29% gain made by distributors? How did your sales in the various regions compare with overall distributor sales in those regions . . . did you show a 46% increase in New England? Distributors did. How do *your* distributors' inventories compare with national and regional gains? Did your distributors add employees and salesmen during 1951? Are you planning to contact and train these new people?

Each year the Annual Survey proves that distributors are selling more industrial equipment, tools and supplies to industry. To keep your position in this rapidly-expanding field, one of your most effective sales tools is an aggressive, carefully-planned advertising campaign in INDUSTRIAL DISTRIBUTION. This is fundamental to the success of your distributor program. Other factors include a clearly-stated sales policy, an effective, continuing program of distributor aids, and a comprehensive program of personal contact and training for distributor personnel.

(Advertisement)



they are prepared to aid you

SEND FOR YOUR COPIES

Quick, easy to read facts about marketing through distributors are good reminders for those active in the field and a real help to those who are trying to reach the national market. They cover such problems as fixed sales expense, lack of market coverage, prompt shipping service, warehousing facilities, limited sales force, and many others most important to you. A copy is available for you . . . write today.

Industrial Distribution

The only magazine published for industrial distributors and their salesmen.

A McGRAW-HILL PUBLICATION, 330 WEST 42nd STREET, NEW YORK

USE THIS PUBLICATION

to sell the industrial South and Southwest

Tabulations covering 200 counties alone cannot begin to provide a picture of what's happening down South.

According to the same Census on which SM tabulations are based, the South and Southwest gained an average of 7 new plants every working day for the 10-year period.

In addition, for every million dollars that went into new plants, 15 million went into expansion of industries already in the South.

Industrialization of the region continues at a rapid rate. For the seller of equipment and supplies, opportunity is at every hand.

SOUTHERN POWER and INDUSTRY is edited expressly for this fast-growing industrial market. It puts advertising in touch with millions of dollars of Southern and Southwestern buying power unreached by national industrial publications. *Get all the facts.* You will want to schedule extra space for SOUTHERN POWER and INDUSTRY.



SOUTHERN POWER and INDUSTRY ABC NBP

W.R.C. SMITH PUBLICATIONS

806 Peachtree St., N. E.
Atlanta 5, Ga.

of value-added is far greater than is the case for our regional estimates of population, sales, and income, where the range of fluctuation is much smaller. Because of this, we make no attempt to present our results in units of thousands of dollars, but use million dollar units, and do not show data for counties with less than a million dollars of value added in any single class.

We cannot, of course, anticipate all the various uses that will be made of this information, but we would welcome the reaction of industrial marketing people. Those whom we have consulted have agreed that the rankings published below will fill the most important gap in the industrial marketing literature. Additional suggestions are now in order.

Men Behind Industrial Survey

As in the case of our consumer market data, the new industrial data have been developed by Market Statistics, Inc., under the able direction of Dr. Jay M. Gould, with the particular assistance of Leo Shohan and Zoe Baylies. Charles Kornheiser and Carl Johnson of the technical staff of Barnard, Inc., assisted in setting up the computing procedures, and Frank P. Minelli, Market Research Manager for Yale and Towne, also offered his generous cooperation and advice in the initial stages of the study. Those interested in the use of the IBM cards underlying the tables should write or phone Dr. Jay M. Gould, Managing Director of Market Statistics, Inc., 432 Fourth Avenue, New York 16, New York, Mu 4-3559.

Reprints of this industrial section

A number of sales and advertising executives selling to industry have expressed interest in supplying their salesmen and distributors with copies of the exclusive 1951 estimates of "Value Added" for all major industrial classifications and leading counties.

Reprints of the Industrial Section (See pages 54-81) will be available after May 20 at $2.00 a copy.

Address:

Readers' Service Bureau, SALES MANAGEMENT, 386 Fourth Ave., New York 16, N. Y.

THE NATION'S MAJOR INDUSTRIES, 1951 OVER 1947

Since the 1947 Census of Manufactures, industry as a whole increased its "Value Added by Manufacture" by 41.7% — but one industry gained only 2.7%, despite higher prices, while another jumped 88.7%.

Census No.		1951 "Value Added" (In Millions)	1951 % INCREASE OVER 1947
23	Apparel Products	$4,562	2.7%
31	Leather Products	$1,585	3.3%
22	Textile Products	$6,075	13.7%
20	Food Products	$11,112	23.1%
29	Petroleum & Coal Products	$2,500	24.1%
21	Tobacco Products	$818	27.6%
27	Printing & Publishing	$5,496	28.7%
25	Furniture Products	$1,781	29.2%
39	Miscellaneous	$2,853	36.5%
26	Paper Products	$3,926	36.6%
24	Lumber Products	$3,517	40.8%
35	Machinery (except Elec.)	$11,151	42.7%
	ALL INDUSTRY	$105,462	41.7%
30	Rubber Products	$1,899	45.7%
34	Fabricated Metal Products	$7,327	48.9%
36	Electrical Products	$5,885	51.1%
28	Chemical Products	$8,648	61.2%
32	Stone, Clay, Glass Products	$3,812	65.3%
33	Primary Metal Industries	$9,588	66.3%
38	Instrument & Related Products	$1,854	71.7%
37	Transportation Equipment Products	$11,073	88.7%



This was the output of approximately 250,000 plants, not including government owned ordnance plants.

PICTOGRAPH BY Sales Management 5-10-52

Sources: 1947 Census of Manufactures and Research Department of SALES MANAGEMENT

Manufacture of Food and Kindred Products, Leading Counties

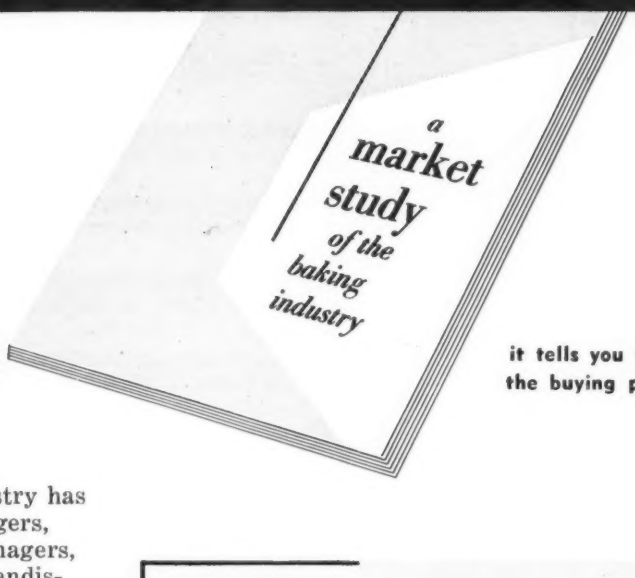
SM Estimates for 200 counties with 77% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Cook, Ill.	1,016	802	Santa Clara, Cal.	137	73	Essex, Mass.	138	40	Hampden, Mass.	92	26
Los Angeles, Cal.	793	293	King, Wash.	218	68	Mower, Minn.	22	38	Fresno, Cal.	108	26
Kings, N. Y.	574	257	Harris, Texas	168	67	San Diego, Cal.	97	37	York, Penn.	111	26
Philadelphia, Penn.	498	224	Orleans, La.	209	63	Davidson, Tenn.	99	36			
Milwaukee, Wis.	248	216				San Joaquin, Cal.	96	36	Kent, Mich.	93	26
St. Louis City, Mo.	313	199	Camden, N. J.	52	63	Bronx, N. Y.	187	35	Passaic, N. J.	84	25
Manhattan, N. Y.	532	189	Tarrant, Texas	101	62	Dane, Wis.	93	35	Montgomery, Ohio	90	25
Jefferson, Ky.	139	185	Wyandotte, Kan.	53	58	Jefferson, Ala.	96	34	Allen, Ind.	53	25
Queens, N. Y.	198	170	Fulton, Ga.	138	58	Washington, D. C.	87	33	Scott, Iowa	39	24
Erie, N. Y.	289	162	Black Hawk, Iowa	29	55				Duval, Fla.	77	24
			Shelby, Tenn.	126	55	Summit, Ohio	63	33	Hillsborough, Fla.	85	23
Wayne, Mich.	400	151	Westchester, N. Y.	97	55	Providence, R. I.	180	32	Spokane, Wash.	69	23
San Francisco, Cal.	310	150	Multnomah, Ore.	179	49	Polk, Iowa	64	32	Dauphin, Penn.	71	22
Allegheny, Penn.	312	135	Monroe, N. Y.	174	49	Sedgwick, Kan.	75	32	Hartford, Conn.	114	22
Hamilton, Ohio	228	135	Franklin, Ohio	123	49	Vigo, Ind.	39	32			
Essex, N. J.	175	133				Sacramento, Cal.	83	32	San Bernardino, Cal.	78	22
Douglas, Neb.	111	133	Denver, Colo.	159	49	Luzerne, Penn.	107	31	New Haven, Conn.	138	22
Baltimore City, Md.	311	124	Ramsey, Minn.	93	49	Stanislaus, Cal.	76	31	Bristol, Mass.	108	22
Alameda, Cal.	218	109	St. Clair, Ill.	69	47	Henrico, Va.	78	31	Oneida, N. Y.	69	22
Suffolk, Mass.	339	105	Peoria, Ill.	63	47	Minnehaha, S. D.	31	30	Salt Lake, Utah	104	21
Hudson, N. J.	158	101	Buchanan, Mo.	43	46				Knox, Tenn.	50	21
			Woodbury, Iowa	54	46	Albany, N. Y.	68	30	Brown, Wis.	69	21
Cuyahoga, Ohio	276	92	Linn, Iowa	52	44	Bergen, N. J.	60	30	Pierce, Wash.	73	21
Hennepin, Minn.	199	92	Polk, Fla.	56	44	Lancaster, Penn.	141	28	Cumberland, N. J.	41	20
Middlesex, Mass.	240	85	Bexar, Texas	124	43	Lake, Ind.	55	28	Monterey, Cal.	55	20
Marion, Ind.	134	82	Oklahoma, Okla.	88	41	Vanderburgh, Ind.	45	27			
Jackson, Mo.	156	74				Berks, Penn.	122	27	St. Joseph, Ind.	45	20
Dallas, Texas	188	74	Dakota, Minn.	13	40	Lucas, Ohio	80	27	Wayne, N. Y.	47	20

new study

of the

BAKING industry



it tells you where the buying power is

free new market study of the baking industry has been prepared as a guide for sales managers, advertising managers, agency account managers, space buyers, market analysts, and merchandising managers.

The study covers the size of the market and its organization by types of producers and distributors; tells how it has changed in recent years. It charts the various sizes and types of establishments; shows how 90.7% of the *business* is done by only 35% of the total *number*; includes a new Government tabulation of retail establishments made by the Bureau of Census especially for Bakers Weekly. All of this information is essential to sound sales and advertising planning in this market. Write for FREE copy.



Bakers Weekly

The business magazine of the baking industry

AMERICAN TRADE PUBLISHING CO.

45 West 45th St., New York 36, N. Y.

520 North Michigan Avenue, Chicago 11, Illinois

Simpson-Reilly, Ltd.,

1709 West 8th Street, Los Angeles 17, California

703 Market Street, San Francisco 3, California

Food and Kindred Products—(Cont'd)

SM Estimates for 200 counties with 77% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added In 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Lake, Ill.	30	20	Madison, Ind.	36	17	Terrebonne, La.	32	14	Adams, Ill.	25	11
Norfolk, Va.	72	20	Hamilton, Tenn.	54	17	Cayuga, N. Y.	30	13	Pulaski, Ark.	61	11
Hidalgo, Texas	63	19	Forsyth, N. C.	40	16	Sangamon, Ill.	33	13			
Maricopa, Ariz.	86	19				Chester, Penn.	47	13	Richmond, Ga.	33	11
Montgomery, Penn.	79	19	Saint Louis, Minn.	54	16	Sonoma, Cal.	96	13	Delaware, Penn.	40	11
Baltimore (County) Md.	17	19	Sussex, Del.	35	16	Macon, Ill.	40	13	Hinds, Miss.	47	11
Shawnee, Kan.	39	19	Mecklenburg, N. C.	56	16	Saginaw, Mich.	45	13	Worcester, Md.	26	11
Contra Costa, Cal.	33	18	Union, N. J.	46	15	Bibb, Ga.	35	13	Grayson, Texas	34	10
			Cerro Gordo, Iowa	28	15				Outagamie, Wis.	62	10
			Chautauqua, N. Y.	63	15	Tulare, Cal.	50	13	Westmoreland, Penn.	72	10
Lackawanna, Penn.	84	18	Greene, Mo.	50	15	Clatsop, Ore.	26	13	Washington, Me.	49	10
Wapello, Iowa	19	18	Clinton, Iowa	17	15	Broome, N. Y.	57	13	Rensselaer, N. Y.	33	10
Stark, Ohio	70	18	Allegany, Md.	18	15	Dubuque, Iowa	35	13	Schenectady, N. Y.	30	10
Madison, Ill.	50	18	Cambria, Penn.	42	15	Montgomery, N. Y.	14	13			
Lancaster, Neb.	30	18				Cameron, Texas	51	13	Grant, Ind.	26	10
Muscogee, Ga.	27	18	Middlesex, N. J.	51	15	Washington, Minn.	10	12	Caroline, Md.	39	10
Cumberland, Me.	63	18	Calhoun, Mich.	40	14	Weber, Utah	43	12	Plymouth, Mass.	43	10
Mercer, N. J.	67	18	East Baton Rouge, La.	34	14	San Mateo, Cal.	21	12	Franklin, Ky.	9	10
Dade, Fla.	102	18	Wicomico, Md.	28	14	Guilford, N. C.	43	12	Blair, Penn.	44	10
Lehigh, Penn.	84	18	New Castle, Del.	55	14				Jefferson, Texas	46	10
			Niagara, N. Y.	51	14	Tulsa, Okla.	62	12	Eau Claire, Wis.	25	10
Dodge, Wis.	118	18	Mobile, Ala.	49	14	Clay, Mo.	13	12	Fond Du Lac, Wis.	65	10
Onondaga, N. Y.	88	18	Fairfield, Conn.	88	14	Chatham, Ga.	28	12	Manitowoc, Wis.	71	10
Erie, Penn.	57	18	Mahoning, Ohio	49	14	Oswego, N. Y.	14	12	Sheboygan, Wis.	82	10
Worcester, Mass.	128	18	Orleans, N. Y.	22	14	Kent, Del.	28	12			
Roanoke, Va.	41	17				Dorchester, Md.	36	12	Total Above Counties	19,762	8,577
Marion, Ore.	48	17	Orange, Cal.	60	14	Harrison, Miss.	41	11			
Tazewell, Ill.	11	17	Lee, Iowa	19	14	Yakima, Wash.	61	11	% of U. S. A. Total	49.5	77.2

Manufacture of Tobacco Products, Leading Counties

SM Estimates for 92 counties with 95% of 1951 "Value Added"

Henrico, Va.	11	155	Allen, Ohio	3	6	Ohio, W. Va.	7	3	Lowndes, Ga.	2	1
Forsyth, N. C.	10	120	Lenoir, N. C.	4	5	Florence, S. C.	4	3	Cabell, W. Va.	1	1
Durham, N. C.	9	68	Berks, Penn.	7	5	Granville, N. C.	3	2	Greene, Tenn.	1	1
Hillsborough, Fla.	51	42	Daviess, Ky.	8	5				Suffolk, Mass.	15	1
Jefferson, Ky.	15	40	Vance, N. C.	2	5	Los Angeles, Cal.	17	2	Queens, N. Y.	6	1
Philadelphia, Penn.	41	35	Mercer, N. J.	3	5	San Francisco, Cal.	11	2	Auglaize, Ohio	1	1
Luzerne, Penn.	11	18				Christian, Ky.	4	2	Coffee, Ga.	1	1
Dinwiddie, Va.	7	15	Hudson, N. J.	3	5	Johnston, N. C.	1	2	Hancock, Ohio	1	1
Rockingham, N. C.	3	14	Vandenburgh, Ind.	3	5	Edgecombe, N. C.	2	2	Mason, Ky.	3	1
Pittsylvania, Va.	8	13	Orleans, La.	6	4	Lucas, Ohio	2	2			
			Wayne, N. C.	3	4	Davidson, Tenn.	4	2	Campbell, Va.	3	1
York, Penn.	120	11	Warren, Ky.	3	4	Bexar, Texas	2	2	Dutchess, N. Y.	1	1
St. Louis City, Mo.	14	10	Cook, Ill.	51	4	Weakley, Tenn.	1	2	Hamilton, Ohio	9	1
Middlesex, N. J.	4	9	Lackawanna, Penn.	6	3	Butler, Ohio	1	2	Passaic, N. J.	8	1
Wilson, N. C.	7	9	Hillsborough, N. H.	5	3				Bronx, N. Y.	22	1
Guilford, N. C.	5	9	Manhattan, N. Y.	91	3	Schuylkill, Penn.	1	1	Kent, Mich.	3	1
Robeson, N. C.	5	8	Duval, Fla.	3	3	Marshall, Ky.	1	1	Henderson, Ky.	2	1
Lehigh, Penn.	6	7				Adams, Penn.	4	1	Marion, S. C.	2	1
Pitt, N. C.	7	7	Wayne, Mich.	10	3	Montgomery, Tenn.	6	1	Nottoway, Va.	2	1
Fayette, Ky.	10	7	Lancaster, Penn.	18	3	Kings, N. Y.	24	1	Prince Edward, Va.	2	1
Charleston, S. C.	1	7	Essex, N. J.	8	3	Shelby, Tenn.	2	1	Hartford, Conn.	7	1
			Dallas, Ala.	1	3	Sumner, Tenn.	1	1	Allegheny, Penn.	7	1
Nash, N. C.	4	7	Northumberland,			Jasper, Mo.	2	1			
Gadsden, Fla.	5	7	Penn.	3	3	New Haven, Conn.	20	1	Total Above Counties	848	780
Camden, N. J.	4	6	Wake, N. C.	2	3	Cuyahoga, Ohio	6	1			
Halifax, Va.	5	6	Dauphin, Penn.	2	3	Milwaukee, Wis.	15	1	% of U. S. A. Total	78.1	95.4

Reprints of this Entire Section Available

See page 56

Manufacture of Textile Mill Products, Leading Counties

SM Estimates for 200 counties with 88% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Providence, R. I.	283	261
Philadelphia, Penn.	483	229
Bristol, Mass.	130	167
Passaic, N. J.	383	157
Essex, Mass.	53	142
Gaston, N. C.	103	130
Greenville, S. C.	30	116
Manhattan, N. Y.	851	105
Cabarrus, N. C.	32	104
Worcester, Mass.	128	95
Spartanburg, S. C.	28	95
Middlesex, Mass.	118	92
Guilford, N. C.	58	83
Berks, Penn.	152	78
Alamance, N. C.	78	63
Anderson, S. C.	24	61
Lancaster, Penn.	45	57
Muscogee, Ga.	15	55
Fairfield, Conn.	81	52
Kings, N. Y.	426	51
Hillsborough, N. H.	46	50
Bergen, N. J.	64	50
Montgomery, N. Y.	20	48
York, S. C.	20	46
Catawba, N. C.	97	43
Troup, Ga.	14	41
Hartford, Conn.	18	41
Chambers, Ala.	10	39
Oneida, N. Y.	32	37
Luzerne, Penn.	43	37
Cook, Ill.	96	37
Berkshire, Mass.	19	37
Cleveland, N. C.	28	36
Westchester, N. Y.	34	36
Mecklenburg, N. C.	55	36
Hudson, N. J.	133	36
Greenwood, S. C.	7	36
Montgomery, Penn.	100	36
York, Me.	8	36
Rockingham, N. C.	16	35
Hamilton, Tenn.	31	33
Windham, Conn.	39	33
New London, Conn.	38	32
Lehigh, Penn.	78	31
Androscoggin, Me.	13	31
Hampden, Mass.	36	31
Randolph, N. C.	38	30
Davidson, N. C.	28	29
Lancaster, S. C.	2	29
Floyd, Ga.	8	29
Buncombe, N. C.	16	29
Spaulding, Ga.	13	28
Essex, N. J.	63	28
Laurens, S. C.	9	28
Kent, R. I.	57	28
Forsyth, N. C.	21	27
Rutherford, N. C.	16	27
Upson, Ga.	4	27
Rowan, N. C.	15	27
Burke, N. C.	38	26
Aiken, S. C.	8	26
Norfolk, Mass.	58	25
Union, S. C.	12	25
Iredell, N. C.	19	24
Northampton, Penn.	36	23
Stanly, N. C.	12	23
Fulton, Ga.	17	23
Walker, Ga.	10	23
Chester, S. C.	7	23
Milwaukee, Wis.	31	23
Durham, N. C.	14	22
Surry, N. C.	24	22
Cuyahoga, Ohio	36	22
Washington, R. I.	25	21
Kennebec, Me.	10	21
Pickens, S. C.	10	21
Delaware, Penn.	21	20
Richmond, Ga.	8	21
Queens, N. Y.	136	20
Polk, Ga.	6	20
Los Angeles, Cal.	107	20
Chattooga, Ga.	7	20
Sullivan, Tenn.	5	20
Hampshire, Mass.	17	20
Caldwell, N. C.	19	20
Burlington, N. J.	25	19
Lackawanna, Penn.	36	18
Newberry, S. C.	5	18
Halifax, N. C.	4	18
Calhoun, Ala.	16	18
Knox, Tenn.	13	18
Hennepin, Minn.	9	18
Talladega, Ala.	10	17
Bibb, Ga.	14	17
Coweta, Ga.	9	17
Mercer, N. J.	12	17
Tallapoosa, Ala.	8	16
Richmond, N. C.	7	16
Columbia, Penn.	16	16
Tolland, Conn.	19	16
Augusta, Va.	10	16
Cherokee, S. C.	12	16
Albany, N. Y.	29	16
Bucks, Penn.	76	15
York, Penn.	29	14
Hall, Ga.	6	14
Elmore, Ala.	3	14
Henry, Va.	11	14
Saratoga, N. Y.	14	14
Lincoln, N. C.	19	14
Oconee, S. C.	6	14
Newton, Ga.	4	14
Chautauqua, N. Y.	5	13
Northumberland, Penn.	20	13
Suffolk, Mass.	61	13
Strafford, N. H.	10	12
Pittsylvania, Va.	4	12
Litchfield, Conn.	8	12
Plymouth, Mass.	14	12
Richland, S. C.	4	12
Windsor, Vt.	11	12
Alameda, Cal.	9	12
Orange, N. Y.	26	12
Schuylkill, Penn.	32	12
New Castle, Del.	10	12
Berkeley, W. Va.	3	11
Whitfield, Ga.	16	11
Chester, Penn.	29	11
Steuben, N. Y.	5	11
McDowell, N. C.	20	11
Rensselaer, N. Y.	11	11
Cumberland, N. C.	8	11
Madison, Ala.	3	11
Baltimore City, Md.	17	11
Merrimack, N. H.	13	11
Multnomah, Ore.	11	11
Lebanon, Penn.	13	11
Davidson, Tenn.	9	10
Etowah, Ala.	7	10
Orleans, La.	8	10
Bristol, R. I.	9	10
Jefferson, Ala.	4	10
St. Louis City, Mo.	22	10
Salem, N. J.	3	10
Dutchess, N. Y.	13	10
Darlington, S. C.	7	10
Marion, Ind.	7	10
Niagara, N. Y.	5	10
Person, N. C.	4	10
Penobscot, Me.	12	10
Camden, N. J.	27	9
Abbeville, S. C.	4	9
Allegany, Md.	4	9
Cobb, Ga.	12	9
Fulton, N. Y.	18	9
Wayne, Mich.	19	9
Bartow, Ga.	3	9
St. Joseph, Ind.	5	9
Kenosha, Wis.	2	9
Herkimer, N. Y.	5	9
Suffolk, N. Y.	13	9
Union, N. J.	19	9
Blount, Tenn.	2	8
Roanoke, Va.	3	8
Hartnett, N. C.	2	8
Somerset, Me.	9	8
Lee, Ala.	2	8
Stephens, Ga.	2	8
Fairfield, S. C.	1	8
Cumberland, Me.	7	8
Clarke, Ga.	9	8
Carroll, Ga.	20	8
Cayuga, N. Y.	4	8
Morgan, Ala.	3	8
Covington, Ala.	2	7
Rockbridge, Va.	4	7
New Haven, Conn.	11	7
Lycoming, Penn.	12	7
Grayson, Va.	3	7
Bradley, Tenn.	13	7
Walton, Ga.	3	7
Warren, N. J.	8	7
McMinn, Tenn.	15	7
Jackson, Ga.	4	7
Sullivan, N. H.	5	7
Jefferson, Ky.	6	7
Dallas, Texas	10	7
Washington, Md.	13	7
Cheshire, N. H.	12	7
Winnebago, Ill.	9	7
Alleghany, Va.	4	7
Vance, N. C.	5	7
Rockland, N. Y.	16	7
Kent, Mich.	9	7
Henderson, N. C.	13	7
Erie, N. Y.	14	6
Albemarle, Va.	5	6
Middlesex, N. J.	13	6
Scotland, N. C.	4	6
Pulaski, Va.	7	6
Total Above Counties	6,889	6,352
% U. S. A. Total	84.2	88.1

Manufacture of Apparel and Related Products, Leading Counties

SM Estimates for 200 counties with 95% of "Value Added"

Manhattan, N. Y.	13,248	1,605
Cook, Ill.	1,165	219
Kings, N. Y.	2,227	205
Philadelphia, Penn.	1,004	196
Los Angeles, Cal.	1,265	148
Suffolk, Mass.	785	85
Baltimore City, Md.	337	78
St. Louis City, Mo.	312	77
Hudson, N. J.	858	63
Cuyahoga, Ohio	188	53
Northampton, Penn.	102	42
Essex, N. J.	302	41
Hamilton, Ohio	123	39
Bristol, Mass.	169	39
Passaic, N. J.	208	38
San Francisco, Cal.	308	37
Queens, N. Y.	348	35
Dallas, Texas	148	31
Schuylkill, Penn.	74	30
Bronx, N. Y.	558	30
New Haven, Conn.	122	27
Luzerne, Penn.	125	27
Jackson, Mo.	123	27
Lehigh, Penn.	98	27
Middlesex, N. J.	135	27
Fairfield, Conn.	115	25
Milwaukee, Wis.	90	24
Lackawanna, Penn.	103	22
Union, N. D.	100	21
Westchester, N. Y.	228	21
Hennepin, Minn.	115	20
Northumberland, Penn.	22	20
Cumberland, N. J.	45	18
Fulton, Ga.	67	17
Bergen, N. J.	198	17
Orleans, La.	56	16
York, Penn.	52	16
Monmouth, N. J.	98	16
Wayne, Mich.	122	16

Manufacture of Apparel Products, Leading Counties —(Cont'd)

SM Estimates for 200 counties with 95% of "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Montgomery, Penn.	60	15	Jefferson, Ky.	28	7	Catawba, N. C.	8	4	Madison, Ind.	4	3
Middlesex, Mass.	105	15	Dauphin, Penn.	24	6	Onondaga, N. Y.	18	4	Alameda, Cal.	34	3
Monroe, N. Y.	47	15	Cumberland, Penn.	16	6	Carroll, Md.	10	4	Broome, N. Y.	7	3
Berks, Penn.	48	15	Lucas, Ohio	21	6	Kennebec, Me.	4	4	Adams, Penn.	10	3
Worcester, Mass.	84	13	Mercer, N. J.	25	6	Cumberland, Me.	18	4	Montgomery, Va.	2	3
Bucks, Penn.	42	13	Haralson, Ga.	6	6	Davidson, N. C.	5	4	Jasper, Mo.	7	3
Erie, N. Y.	75	13	Cambria, Penn.	10	6	New London, Conn.	26	4	Lawrence, Tenn.	1	3
Whitfield, Ga.	67	13	Sullivan, Tenn.	3	6	Rutherford, N. C.	3	4			
Lebanon, Penn.	36	13	Denver, Colo.	37	6				Gordon, Ga.	34	3
Lancaster, Penn.	56	12				Muscogee, Ga.	6	4	Charleston, S. C.	10	3
Hartford, Conn.	33	11	Hillsborough, N. H.	12	6	Roanoke, Va.	7	4	Jackson, Ga.	2	3
			McLennan, Texas	12	6	Dade, Fla.	66	4	Norfolk, Mass.	25	3
Rensselaer, N. Y.	29	11	Spartanburg, S. C.	6	6	Pittsylvania, Va.	4	4	Dinwiddie, Va.	3	3
Orange, N. Y.	63	11	Richmond, N. Y.	54	5	Androscoggin, Me.	7	4	Saint Clair, Ill.	4	3
Henrico, Va.	17	11	Buchanan, Mo.	7	5	Bedford, Tenn.	4	4	Boyle, Ky.	2	3
Ramsey, Minn.	50	10	Lycoming, Penn.	12	5	Montgomery, Ohio	13	4	Carroll, Tenn.	2	2
King, Wash.	94	10	Wicomico, Md.	19	5	Stark, Ohio	8	3	Vanderburgh, Ind.	4	2
Madison, Ill.	9	10	Camden, N. J.	24	5	Chester, Penn.	11	3	Saint Louis, Minn.	11	2
Atlantic, N. J.	48	10	Lee, Miss.	5	5	Allen, Ind.	10	3			
Ulster, N. Y.	50	10	Covington, Ala.	3	5				New Castle, Del.	11	2
Marion, Ind.	34	10				Jefferson, Ala.	17	3	Obion, Tenn.	3	2
Greenville, S. C.	17	9	Mecklenburg, N. C.	12	5	La Salle, Ill.	7	3	Pulaski, Ark.	5	2
			Nassau, N. Y.	86	5	Burlington, N. J.	14	3	Effingham, Ill.	3	2
Harris, Texas	38	9	Sussex, Del.	12	5	Franklin, Ky.	1	3	Norfolk, Va.	17	2
Greenwood, S. C.	10	9	Tarrant, Texas	10	5	Suffolk, N. Y.	39	3	Henry, Va.	3	2
Bexar, Texas	38	9	Albany, N. Y.	26	5	Salem, N. J.	8	3	Windham, Conn.	9	2
Knox, Tenn.	12	9	Allegany, Md.	2	5	Plymouth, Mass.	31	3	Unicoi, Tenn.	1	2
Hampden, Mass.	51	8	El Paso, Texas	10	5	Rock Island, Ill.	5	3	Saratoga, N. Y.	8	2
Davidson, Tenn.	14	8	Franklin, Penn.	7	5	Forrest, Miss.	2	3	Augusta, Va.	4	2
Essex, Texas	45	8	Douglas, Neb.	21	5	Dorchester, Md.	8	3			
Graves, Ky.	3	8	Columbia, Penn.	13	5				Lenoir, N. C.	3	2
Rockingham, N. C.	8	8				Lorain, Ohio	3	3	Floyd, Ind.	3	2
Dutchess, N. Y.	38	8	Oneida, N. Y.	27	4	Barrow, Ga.	9	3	Somerset, N. J.	19	2
			Cabell, W. Va.	7	4	Forsyth, N. C.	5	3	Fulton, N. Y.	44	2
Campbell, Va.	8	8	Lake, Ind.	7	4	Morris, N. J.	21	3	Mifflin, Penn.	1	2
Providence, R. I.	64	8	Peoria, Ill.	5	4	Abbeville, S. C.	2	3	Prentiss, Miss.	4	2
Guilford, N. C.	13	8	Kane, Ill.	18	4	Campbell, Ky.	3	3	Montgomery, N. C.	4	2
Carbon, Penn.	22	7	Mahoning, Ohio	9	4	Rockland, N. Y.	22	3	La Porte, Ind.	6	2
Floyd, Ga.	12	7	Goucester, N. J.	21	4	Anderson, S. C.	8	3	Coffee, Tenn.	7	2
Multnomah, Ore.	40	7	Hamilton, Tenn.	12	4	Randolph, N. C.	8	3	San Diego, Cal.	18	2
Black Hawk, Iowa	6	7	Cabarrus, N. C.	2	4	Macon, Ill.	8	3			
Franklin, Ohio	30	7	Montgomery, N. Y.	20	4				Total Above Counties	28,815	4,345
Allegheny, Penn.	52	7				Washington, N. Y.	10	3			
St. Joseph, Ind.	18	7	Spotsylvania, Va.	4	4	Bibb, Ga.	6	3	% of U. S. A. Total	93.1	95.2
Shelby, Tenn.	19	7	Herkimer, N. Y.	5	4	Dunklin, Mo.	2	3			

Manufacture of Lumber and Products,* Leading Counties

SM Estimates for 200 counties with 50% of 1951 "Value Added"

King, Wash.	105	53	Jones, Miss.	20	13	Deschutes, Ore.	14	10	Wilcox, Ala.	31	8
Multnomah, Ore.	80	50	Mendocino, Cal.	78	13	Alameda, Cal.	45	10	Hamilton, Tenn.	52	8
Cook, Ill.	268	46	East Baton Rouge, La.	17	12	Sumter, S. C.	26	9	Franklin, Me.	29	8
Lane, Ore.	221	42	Jackson, Ore.	72	12	Bowie, Texas	27	9	York, Me.	76	7
Los Angeles, Cal.	280	35	Harris, Texas	72	12	Clarke, Wash.	40	9			
Pierce, Wash.	76	31	Angelina, Texas	17	12	Lincoln, Ore.	48	9	Polk, Texas	23	7
Grays Harbor, Wash.	71	31	Kings, N. Y.	127	12				Tuscaloosa, Ala.	49	7
Jefferson, Ky.	39	28	Rapides, La.	31	11	Tangipahoa, La.	30	9	Flathead, Mont.	66	7
Douglas, Ore.	160	27				Madison, Tenn.	16	9	Fulton, Ga.	47	7
Snohomish, Wash.	95	25	Union, Ark.	24	11	Chatham, Ga.	16	9	Worcester, Mass.	60	7
			Manhattan, N. Y.	192	11	Buncombe, N. C.	26	9	Jefferson, Ala.	63	7
Humboldt, Cal.	100	25	Montgomery, Texas	36	11	Kent, Mich.	33	9	Philadelphia, Penn.	88	7
Linn, Ore.	109	21	Queens, N. Y.	61	11	Taylor, Fla.	7	9	Adams, Miss.	13	7
Shelby, Tenn.	47	20	Hennepin, Minn.	53	11	Dallas, Ala.	29	8	Hillsborough, N. H.	64	7
Wayne, Mich.	80	19	Pulaski, Ark.	36	11	Cuyahoga, Ohio	53	8	Columbia, Ore.	43	7
Siskiyou, Cal.	28	18	St. Louis, City, Mo.	54	11	Missoula, Mont.	22	8			
Coos, Ore.	87	17	Bradley, Ark.	12	10	Eldorado, Cal.	39	8	Choctaw, Ala.	32	7
Cowlitz, Wash.	56	15	Clackamas, Ore.	104	10				Clatsop, Ore.	15	7
Lassen, Cal.	11	15	Lewis, Wash.	88	10	Polk, Ore.	29	8	Yamhill, Ore.	43	7
Phillips, Ark.	8	14				Skagit, Wash.	38	8	Marathon, Wis.	24	7
Oxford, Me.	83	14	Plumas, Cal.	21	10	Hinds, Miss.	23	8	Sumter, Ala.	26	7
			Charleston, S. C.	40	10	Hampton, S. C.	16	8	Nacogdoches, Texas	24	7
Klamath, Ore.	22	14	Nansemond, Va.	17	10	Davidson, N. C.	61	8	Tuolumne, Cal.	21	7
Mobile, Ala.	46	13	Spokane, Wash.	39	10	Milwaukee, Wis.	52	8	Josephine, Ore.	51	7

* Except furniture

Manufacture of Lumber, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 50% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Chautauqua, N. Y.	32	7
Madison, La.	3	7
Tazewell, Ill.	2	7
Henrico, Va.	23	7
Butte, Cal.	33	7
Santa Clara, Cal.	27	7
Clarke, Ala.	22	7
Floyd, Ind.	13	7
Hampden, Mass.	34	6
Jefferson, Ark.	29	6
Marengo, Ala.	22	6
Marion, Ore.	49	6
Sussex, Del.	40	6
Harrison, Texas	32	6
Winnebago, Wis.	14	6
Cumberland, Me.	74	6
Shasta, Cal.	31	6
Ouachita, Ark.	28	6
Cherokee, Texas	32	6
Norfolk, Va.	26	6
Sabine, La.	17	6
Middlesex, Mass.	67	6
Jasper, Texas	19	6
Pacific, Wash.	17	6
Jackson, Mo.	23	6
Pasco, Fla.	10	6
Nez Perce, Idaho	2	6
San Francisco, Cal.	58	6
Penobscot, Me.	46	6
Thurston, Wash.	34	6
Dubuque, Iowa	13	6
Baltimore City, Md.	34	6
Hamilton, Ohio	36	6
Clarke, Miss.	28	6
Delta, Mich.	10	6
Knox, Tenn.	22	6
Clark, Ark.	16	6
Caddo, La.	23	6
Lowndes, Miss.	18	6
Orleans, La.	27	6
Apache, Ariz.	9	5
Orange, Texas	10	5
Wilkinson, Miss.	9	5
Sabine, Texas	8	5
Blount, Tenn.	19	5
Guilford, N. C.	64	5
Cass, Texas	36	5
Orangeburg, S. C.	36	5
San Joaquin, Cal.	19	5
Windham, Vt.	44	5
Okanogan, Wash.	20	5
Black Hawk, Iowa	7	5
Suffolk, Mass.	38	5
Benton, Ore.	48	5
McCurtain, Okla.	14	5
Hertford, N. C.	19	5
Washington, Ore.	31	5
Bossier, La.	15	5
Whatcom, Wash.	30	5
Webster, La.	13	5
New Hanover, N. C.	25	5
Tillamook, Ore.	19	5
Montgomery, Ala.	24	5
Winston, Miss.	22	5
Caldwell, La.	12	5
Alachua, Fla.	15	5
Bienville, La.	15	5
Bibb, Ala.	21	5
Hillsborough, Fla.	31	5
Columbia, Ark.	24	5
Calaveras, Cal.	35	5
Essex, N. J.	36	5
Grafton, N. H.	46	5
Copiah, Miss.	29	5
Richland, S. C.	33	5
Dallas, Ark.	20	5
Middlesex, N. J.	10	5
Monroe, Ala.	26	5
Garland, Ark.	14	5
Fresno, Cal.	40	5
Clearwater, Idaho	26	5
Belknap, N. H.	29	5
Newton, Texas	14	5
Sacramento, Cal.	24	5
Marquette, Mich.	15	5
Ouachita, La.	15	5
Duval, Fla.	35	5
Ramsey, Minn.	20	5
Bristol, Mass.	36	4
Jefferson, Texas	12	4
Maricopa, Ariz.	16	4
Shelby, Texas	34	4
Union, La.	19	4
Jasper, S. C.	7	4
Walker, Ala.	33	4
Berkeley, S. C.	22	4
Richmond, Ga.	14	4
Jefferson, La.	14	4
Horry, S. C.	12	4
McDuffie, Ga.	16	4
Dallas, Texas	42	4
Warren, Miss.	16	4
Davidson, Tenn.	22	4
Saint Louis, Minn.	59	4
Escambia, Ala.	15	4
Calcasieu, La.	19	4
Lauderdale, Miss.	35	4
Trinity, Texas	14	4
Bibb, Ga.	25	4
Somerset, Me.	46	4
Hardin, Texas	16	4
Mason, Wash.	14	4
Total Above Counties	7,721	1,746
% of U. S. A. Total	29.4	49.7

Manufacture of Furniture and Fixtures, Leading Counties

SM Estimates for 200 counties with 89% of 1951 "Value Added"

Cook, Ill.	471	123
Los Angeles, Cal.	580	86
Manhattan, N. Y.	502	59
Kings, N. Y.	431	49
Kent, Mich.	108	48
Chautauqua, N. Y.	38	32
Cuyahoga, Ohio	95	31
Philadelphia, Penn.	225	29
Worcester, Mass.	112	29
St. Louis City, Mo.	85	26
Hamilton, Ohio	47	26
Trumbull, Ohio	8	26
Henry, Va.	15	23
Erie, N. Y.	37	21
Jefferson, Ky.	40	21
Kane, Ill.	18	20
San Francisco, Cal.	73	19
Guilford, N. C.	90	18
Caldwell, N. C.	24	18
Multnomah, Ore.	49	18
Fulton, Ga.	30	18
Queens, N. Y.	109	16
Davidson, N. C.	29	15
York, Penn.	30	15
Stark, Ohio	9	15
Winnebago, Ill.	31	15
Wayne, Mich.	114	15
Middlesex, Mass.	90	14
Union, N. J.	19	14
Sheboygan, Wis.	20	13
Suffolk, Mass.	139	12
Hudson, N. J.	49	12
Kenosha, Wis.	3	11
Shelby, Tenn.	29	11
Muskegon, Mich.	8	11
Catawba, N. C.	60	11
Bronx, N. Y.	127	11
Dallas, Texas	52	10
Hennepin, Minn.	62	10
Baltimore City, Md.	73	10
Monroe, N. Y.	30	10
Sebastian, Ark.	17	9
Columbiana, Ohio	9	9
Iredell, N. C.	21	9
Hamilton, Tenn.	18	9
Dubois, Ind.	24	9
Roanoke, Va.	8	8
St. Joseph, Ind.	7	8
Surry, N. C.	5	8
Alameda, Cal.	71	8
Marion, Ind.	29	8
Randolph, N. C.	20	7
Milwaukee, Wis.	47	7
Lycoming, Penn.	18	7
Augusta, Va.	2	7
Harris, Texas	47	6
Erie, Penn.	8	6
King, Wash.	58	6
Burke, N. C.	8	6
Ramsey, Minn.	19	6
Stephens, Ga.	8	6
Ottawa, Mich.	19	6
Orleans, La.	26	6
Oklahoma, Okla.	21	6
Allegheny, Penn.	36	6
Essex, N. J.	74	6
Wilkes, N. C.	8	6
Vanderburgh, Ind.	18	6
Pierce, Wash.	21	6
Broome, N. Y.	5	6
Shiawassee, Mich.	5	5
Herkimer, N. Y.	6	5
Jackson, Mo.	44	5
Washington, Va.	2	5
Tarrant, Texas	30	5
Manitowoc, Wis.	5	5
Sumter, S. C.	5	5
Hamblen, Tenn.	12	5
Elkhart, Ind.	12	5
Daviess, Ky.	6	5
Dade, Fla.	44	5
Franklin, Ohio	25	4
Jefferson, Ala.	19	4
Winnebago, Wis.	3	4
Forsyth, N. C.	11	4
Chittenden, Vt.	7	4
Davidson, Tenn.	13	4
Campbell, Ky.	3	4
Summit, Ohio	11	4
Lucas, Ohio	15	4
Saline, Ark.	3	4
Oneida, N. Y.	9	4
Washington, Ohio	4	4
Cattaraugus, N. Y.	6	4
Kankakee, Ill.	4	4
Perry, Ind.	5	4
St. Joseph, Mich.	10	4
Passaic, N. J.	42	4
Henrico, Va.	10	4
Buncombe, N. C.	4	4
Mecklenburg, N. C.	18	4
Carroll, Va.	4	4
Providence, R. I.	29	4
Delaware, Ind.	4	4
Hampden, Mass.	23	3
Montgomery, Penn.	13	3
Denver, Colo.	34	3
Moore, N. C.	4	3
Shelby, Ind.	7	3
McDowell, N. C.	2	3
Alamance, N. C.	7	3
Henderson, Ky.	9	3
Brown, Wis.	9	3
Hillsborough, N. H.	17	3
Washington, Md.	5	3
Hartford, Conn.	28	3
Madison, Miss.	3	3
Portage, Wis.	3	3
Adams, Penn.	6	3
Cabell, W. Va.	13	3
Essex, Mass.	30	3
Steuben, N. Y.	2	3
St. Lawrence, N. Y.	2	3
La Porte, Ind.	8	3
Wabash, Ind.	6	3
Hinds, Miss.	4	3
Union, Penn.	3	3
Stanly, N. C.	2	3
Haywood, N. C.	1	3
Morris, N. J.	5	3
Ripley, Ind.	5	3

Manufacture of Furniture, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 89% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Floyd, Ga.	3	3	Genessee, Mich.	10	3	Montgomery, Va.	2	2	Warren, N. J.	1	2
Rock, Wis.	2	3				Suffolk, N. Y.	8	2	Greene, Mo.	9	2
Rush, Ind.	4	3	Pulaski, Ark.	12	3	Lenawee, Mich.	4	2	Cumberland, Me.	9	2
Mercer, Ohio	2	3	Monroe, Ind.	3	3				Orange, Ind.	4	2
Richland, S. C.	4	3	New Haven, Conn.	37	3	Outagamie, Wis.	4	2	Umatilla, Ore.	2	2
Wayne, Ind.	8	3	Oswego, N. Y.	4	3	Thurston, Wash.	1	2			
Northumberland, Penn.	2	3	Cobb, Ga.	10	2	Jefferson, Wis.	4	2	Lake, Ill.	4	2
Middlesex, N. J.	7	3	Butler, Ohio	1	2	Cheshire, N. H.	9	2	Grant, Ind.	4	2
Des Moines, Iowa	5	3	Polk, Iowa	9	2	Washington, Ind.	1	2	McKean, Penn.	3	2
			Knox, Ohio	1	2	Monmouth, N. J.	7	2	Gage, Neb.	1	2
			Norfolk, Va.	11	2	La Salle, Ill.	2	2	Eaton, Mich.	4	2
Campbell, Va.	3	3	Saginaw, Mich.	6	2	Smyth, Va.	1	2	Madison, Ind.	4	2
Pulaski, Va.	3	3				Salt Lake, Utah	18	2	Duval, Fla.	14	2
Douglas, Neb.	23	3	Bristol, Mass.	12	2	Lincoln, N. C.	7	2	Rockingham, Va.	5	2
Bay, Mich.	7	3	Marion, Iowa	2	2				Grays Harbor, Wash.	6	2
Lehigh, Penn.	11	3	Lowndes, Miss.	1	2	Luzerne, Penn.	10	2	Bergen, N. J.	23	2
Richland, Ohio	3	3	Bartholemew, Ind.	5	2	St. Louis, Mo.	8	2			
Bennington, Vt.	6	3	Randolph, Ind.	3	2	Berrien, Mich.	10	2	Total Above Counties	5,969	1,583
Montgomery, Ohio	8	3	Guernsey, Ohio	2	2	Rockingham, N. C.	1	2			
Lake, Ind.	7	3	Fairfield, Conn.	24	2	Wyandotte, Kan.	4	2	% of U. S. A. Total	77.7	88.9

Manufacture of Paper and Allied Products, Leading Counties

SM Estimates for 200 counties with 83% of 1951 "Value Added"

Cook, Ill.	260	147	Queens, N. Y.	42	54	Wayne, Mich.	39	30	Shelby, Tenn.	16	25
Philadelphia, Penn.	160	84	Worcester, Mass.	47	44	Camden, N. J.	17	30	Oswego, N. Y.	20	24
Kings, N. Y.	199	71	Mobile, Ala.	13	40	Winnebago, Wis.	22	28	Wood, Wis.	9	23
Middlesex, Mass.	66	68	St. Louis City, Mo.	59	38	Jefferson, N. Y.	23	26	Cuyahoga, Ohio	42	23
Manhattan, N. Y.	311	63	Hudson, N. J.	49	38	Niagara, N. Y.	22	26	Washington, La.	4	23
Kalamazoo, Mich.	28	63	Bergen, N. J.	30	33	Baltimore City, Md.	35	26	Coos, N. H.	9	23
Los Angeles, Cal.	121	59	Cowlitz, Wash.	8	33	Outagamie, Wis.	17	25	Penobscot, Me.	12	22
Butler, Ohio	16	59	Henrico, Va.	20	31	Ramsey, Minn.	14	25	Saratoga, N. Y.	21	22
Hampden, Mass.	63	54	York, Penn.	21	31	Kennebec, Me.	9	25	Essex, N. J.	54	22
Hamilton, Ohio	41	54	Milwaukee, Wis.	34	30	Brown, Wis.	17	25	Berkshire, Mass.	16	22

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Danville, Virginia

Manufacture of Paper Products, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 83% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Morehouse, La.	6	22
Erie, N. Y.	27	21
New Haven, Conn.	24	20
Allegheny, Penn.	23	20
Georgetown, S. C.	3	20
Monroe, N. Y.	32	20
St. Lawrence, N. Y.	14	20
Montgomery, Ohio	18	19
Chatham, Ga.	6	19
Suffolk, Mass.	67	19
Orleans, La.	13	19
Franklin, Ohio	13	19
Rensselaer, N. Y.	10	18
Jones, Miss.	3	18
Haywood, N. C.	2	18
Ouachita, Ark.	4	18
Middlesex, N. J.	13	18
Carlton, Minn.	4	18
Marathon, Wis.	9	18
Clarke, Wash.	6	17
Chester, Penn.	14	17
Alameda, Cal.	17	16
Will, Ill.	14	16
Marinette, Wis.	8	16
Jackson, Miss.	2	16
Marion, Ind.	15	16
Bristol, Mass.	24	15
Ross, Ohio	3	15
Oxford, Me.	4	15
Charleston, S. C.	3	15
Passaic, N. J.	29	15
Essex, Mass.	17	15
Hennepin, Minn.	22	15
Fulton, Ga.	20	14
Washington, N. Y.	14	14
San Francisco, Cal.	36	14
Darlington, S. C.	3	14
Koochiching, Minn.	3	14
Franklin, Mass.	9	14
Cumberland, Me.	9	13
Albany, N. Y.	16	13
Jackson, La.	3	13
Duval, Fla.	6	13
Eau Claire, Wis.	5	13
Jefferson, La.	4	13
New London, Conn.	15	12
Webster, La.	3	12
Union, N. J.	20	12
Providence, R. I.	33	12
Clallam, Wash.	5	12
Dallas, Texas	21	12
Baltimore, Md.	4	12
Columbia, Ore.	6	12
Bay, Fla.	2	12
Halifax, N. C.	3	12
Allegany, Md.	2	12
Hartford, Conn.	23	12
Delaware, Penn.	12	12
Montgomery, N. Y.	5	12
Harris, Texas	12	12
Monroe, Mich.	11	11
New Castle, Del.	10	11
Norfolk, Mass.	10	11
Androscoggin, Me.	8	11
Washington, N. C.	2	11
Blair, Penn.	6	10
Montgomery, Penn.	16	10
Transvylvania, N. C.	2	10
Franklin, Me.	3	10
Berks, Penn.	21	10
Hamilton, Tenn.	7	10
Pierce, Wash.	8	10
Tuscaloosa, Ala.	4	10
Ouchita, La.	4	10
Campbell, Va.	6	10
Lewis, N. Y.	13	10
Prince George, Va.	4	10
Hampshire, Mass.	11	10
Clinton, N. Y.	8	10
Escambia, Fla.	4	10
Bronx, N. Y.	20	10
Kent, Mich.	12	10
Wyandotte, Kan.	3	10
Dakota, Minn.	1	9
Washington, Miss.	2	9
Clackamas, Ore.	5	9
Bucks, Penn.	9	9
Fairfield, Conn.	16	9
Snohomish, Wash.	4	9
Broome, N. Y.	8	9
Oneida, N. Y.	11	9
Clay, Mo.	7	9
Erie, Penn.	9	9
Contra Costa, Cal.	5	9
Jefferson, Ohio	4	9
Ashley, Ark.	3	8
Berrien, Mich.	11	8
Sullivan, Tenn.	2	8
Muscogee, Ga.	4	8
Lauderdale, Miss.	2	8
Rockland, N. Y.	4	8
Essex, Vt.	5	8
Peoria, Ill.	8	8
Jackson, Mo.	13	8
Nassau, Fla.	3	8
Forsyth, N. C.	3	8
Calhoun, Mich.	4	8
Essex, N. Y.	3	8
Somerset, Me.	4	8
Hancock, Me.	2	8
Alleghany, Va.	2	8
Angelina, Texas	2	8
Hunterdon, N. J.	4	8
King, Wash.	17	7
Northampton, Penn.	7	7
Lincoln, Wis.	4	7
Glynn, Ga.	1	7
Multnomah, Ore.	15	7
Greenville, S. C.	3	7
Gulf, Fla.	2	7
Portage, Wis.	5	7
Allegan, Mich.	8	6
Warren, Ohio	6	6
Isle of Wight, Va.	2	6
St. Joseph, Mich.	7	6
Washington, D. C.	7	6
St. Clair, Mich.	4	6
Cumberland, Penn.	6	6
Hillsborough, N. H.	10	6
Morris, N. J.	8	6
Lancaster, Penn.	11	6
Grafton, N. H.	4	6
Grundy, Ill.	4	6
Guilford, N. C.	7	6
Spokane, Wash.	3	6
Oneida, Wis.	3	6
Muskegon, Mich.	3	6
Greensville, Va.	2	6
Grays Harbor, Wash.	2	6
Grant, Ind.	8	6
Tarrant, Texas	6	6
Onondaga, N. Y.	22	6
Washtenaw, Mich.	2	6
King William, Va.	2	6
Erie, Ohio	8	6
Kane, Ill.	8	6
Clinton, Penn.	4	5
La Salle, Ill.	4	5
Delta, Mich.	2	5
Madison, Ill.	5	5
Rockbridge, Va.	3	5
St. Joseph, Ind.	5	5
Windham, Vt.	8	5
Stark, Ohio	8	5
Warren, N. Y.	4	5
Summit, Ohio	10	5
Mecklenburg, N. C.	5	5
Lucas, Ohio	12	5
Jefferson, Ala.	3	5
Hillsborough, Fla.	5	5
Total Above Counties	3,405	3,277
% of U. S. A. Total	83.0	83.5

Printing and Publishing, Leading Counties

SM Estimates for 200 counties with 90% of 1951 "Value Added"

Manhattan, N. Y.	3,322	1,087	Nassau, N. Y.	59	38	Worcester, Mass.	108	20	Orleans, La.	114	12
Cook, Ill.	1,747	605	Erie, N. Y.	175	37	Niagara, N. Y.	18	20	Middlesex, N. J.	42	11
Philadelphia, Penn.	640	282	Essex, N. J.	225	37	Denver, Colo.	135	20	Polk, Iowa	80	11
Los Angeles, Cal.	1,030	154	Marion, Ind.	164	36	Hartford, Conn.	98	19	Bexar, Texas	75	11
Suffolk, Mass.	495	118	Monroe, N. Y.	122	34	Passaic, N. J.	95	19	Santa Clara, Cal.	50	11
Wayne, Mich.	454	100	Westchester, N. Y.	114	34	Providence, R. I.	115	19	Shawnee, Kan.	34	11
Cuyahoga, Ohio	410	94	Queens, N. Y.	125	31	Bronx, N. Y.	76	18	Lackawanna, Penn.	40	11
San Francisco, Cal.	415	92	Hudson, N. J.	93	31	Union, N. J.	54	15	Shelby, Tenn.	55	11
Hamilton, Ohio	261	80	King, Wash.	169	29	Onondaga, N. Y.	73	15	Lake, Ind.	30	11
St. Louis City, Mo.	356	79	Middlesex, Mass.	172	29	Jefferson, Ala.	70	14	Henrico, Va.	94	10
Washington, D. C.	213	75	Fulton, Ga.	138	27	Albany, N. Y.	54	14	Tarrant, Texas	85	10
Montgomery, Ohio	69	75	Jefferson, Ky.	102	27	Douglas, Neb.	94	14	Tulsa, Okla.	60	10
Milwaukee, Wis.	247	71	Alameda, Cal.	120	27	Summit, Ohio	72	13	Kane, Ill.	41	10
Ramsey, Minn.	108	71	Hampden, Mass.	107	26	Chemung, N. Y.	15	13	Norfolk, Mass.	53	10
Baltimore City, Md.	236	63	Multnomah, Ore.	154	24	Kent, Mich.	99	13	Sullivan, Tenn.	11	10
Kings, N. Y.	323	55	Harris, Texas	115	24	Warwick, Va.	9	13	San Diego, Cal.	81	10
Allegheny, Penn.	272	51	Franklin, Ohio	98	24	Lucas, Ohio	69	13	Racine, Wis.	16	10
Jackson, Mo.	210	49	Davidson, Tenn.	74	24	Oklahoma, Okla.	73	12	Dutchess, N. Y.	27	9
Hennepin, Minn.	218	45	Dallas, Texas	184	24	Schenectady, N. Y.	19	12	Peoria, Ill.	43	9
Fairfield, Conn.	105	41	New Haven, Conn.	117	22	Dane, Wis.	52	12	Lancaster, Neb.	36	9

Printing and Publishing, Leading Counties—(Cont'd)

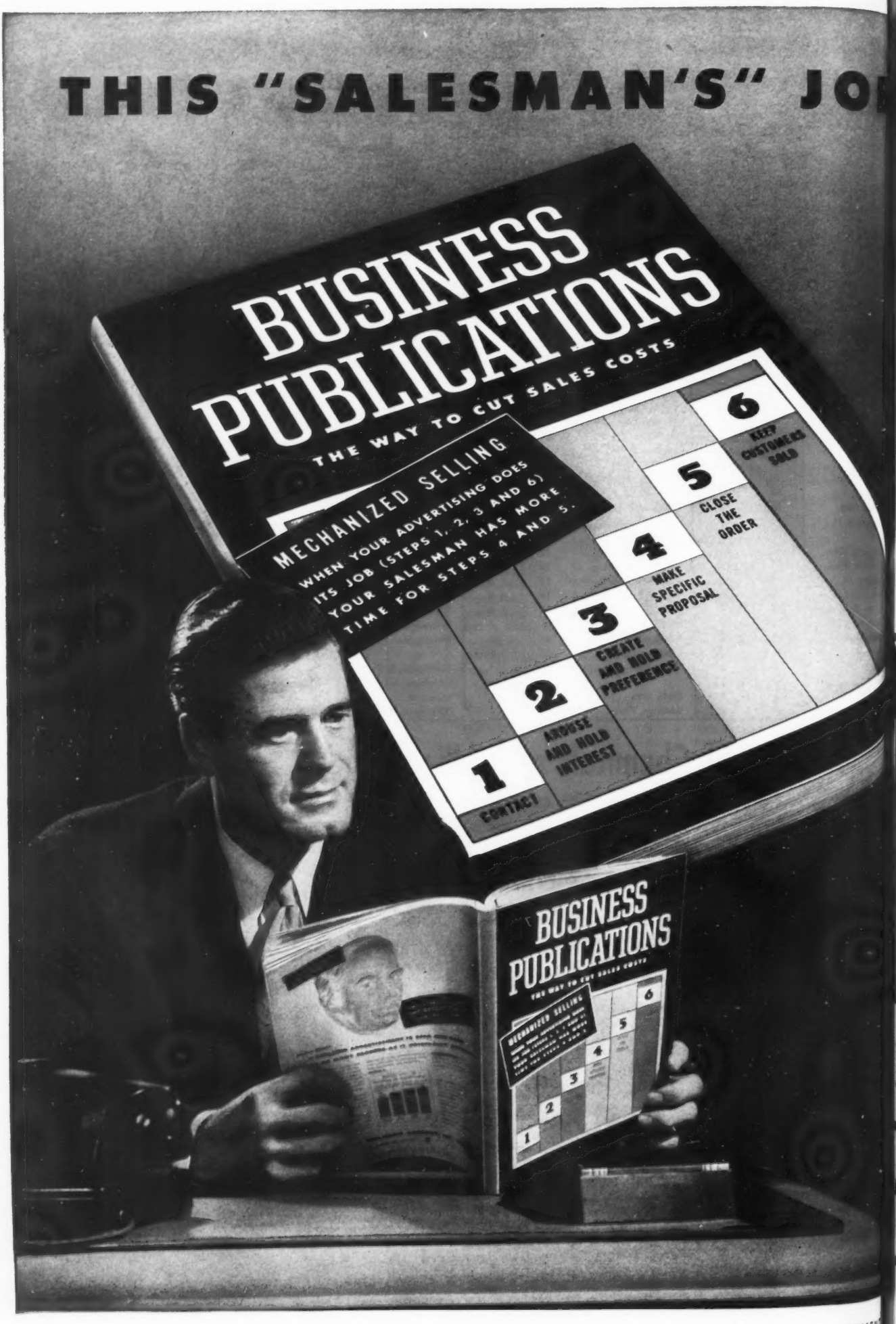
SM Estimates for 200 counties with 90% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Salt Lake, Utah	75	8	Westmoreland, Penn.	34	6	Lehigh, Penn.	31	4	Butler, Ohio	24	3
Sedgwick, Kan.	49	8	Mahoning, Ohio	21	6	Pueblo, Colo.	12	4	Madison, Ind.	17	3
Bergen, N. J.	81	7	Spokane, Wash.	43	6	Berrien, Mich.	28	4	Berkshire, Mass.	22	3
Allen, Ill.	28	7	Hillsborough, Fla.	48	6	Lycoming, Penn.	19	4	Cambria, Penn.	17	3
Will, Ill.	21	7	Ingham, Mich.	35	6	Oakland, Mich.	37	4	Allen, Ohio	13	3
Dade, Fla.	77	7	Allegany, Md.	5	6	Rensselaer, N. Y.	14	4	McLennan, Texas	22	3
Duval, Fla.	48	7	Sacramento, Cal.	37	6	Vermilion, Ill.	12	4			
Knox, Tenn.	28	7	San Bernardino, Cal.	34	6				Dubuque, Ia.	16	3
Linn, Iowa	29	7	New Castle, Del.	29	6	Northampton, Penn.	33	4	Adams, Ill.	17	3
East Baton Rouge, La.	14	7				Buchanan, Mo.	17	4	El Paso, Colo.	15	3
			Pulaski, Ark.	35	5	Washtenaw, Mich.	29	4	Rock, Wis.	14	3
Dauphin, Penn.	41	7	Pierce, Wash.	35	5	Chittenden, Vt.	9	4	Ogle, Ill.	15	3
Essex, Mass.	87	7	Orange, N. Y.	24	5	Guilford, N. C.	39	4	Saginaw, Mich.	22	3
Bristol, Mass.	53	7	Montgomery, Penn.	48	5	Mobile, Ala.	24	4	Fresno, Cal.	36	3
Vanderburgh, Ind.	17	7	Hamilton, Tenn.	37	5	Wake, N. C.	21	4	Delaware, Penn.	39	3
Luzerne, Penn.	47	7	St. Joseph, Ind.	41	5	Jefferson, Texas	19	3	Cole, Mo.	9	3
Erie, Penn.	38	7	Camden, N. J.	41	5	Muscogee, Ga.	11	3	Genesee, Mich.	31	3
Black Hawk, Ia.	19	7	La Salle, Ill.	16	5	Buncombe, N. C.	16	3			
Stark, Ohio	44	7	Lake, Ill.	24	5				Brown, Wis.	23	3
Maricopa, Ariz.	52	7	Caddo, La.	22	5	Riverside, Cal.	29	3	Plymouth, Mass.	36	3
Merrimac, N. H.	14	7				Calhoun, Mich.	23	3	Jefferson, N. Y.	16	3
			Mercer, N. J.	42	5	Vigo, Ind.	20	3	Hillsborough, N. H.	25	3
Saint Louis, Minn.	54	6	Contra Costa, Cal.	22	5	Licking, Ohio	9	3	Santa Barbara, Cal.	18	2
Kalamazoo, Mich.	34	6	Travis, Texas	22	5	Woodbury, Iowa	17	3	Chatham, Ga.	17	2
Sangamon, Ill.	21	6	Muskegon, Mich.	17	4	Cumberland, Me.	43	3	Durham, N. C.	16	2
Clark, Ohio	20	6	Roanoke, Va.	19	4	Monmouth, N. J.	31	3	Atlantic, N. J.	29	2
McLean, Ill.	17	6	Blair, Penn.	16	4	Rock Island, Ill.	21	3	Trumbell, Ohio	15	2
Mecklenburg, N. C.	39	6	Winnebago, Wis.	26	4	Wyandotte, Kan.	29	3	San Joaquin, Cal.	25	2
Richland, Ohio	13	6	Berks, Penn.	34	4	Macon, Ill.	19	3			
Broome, N. Y.	29	6	Chautauqua, N. Y.	32	4				Total Above Counties	19,583	4,935
Kanawha, W. Va.	28	6	Winnebago, Ill.	33	4	Greenville, S. C.	15	3			
York, Penn.	37	6				La Crosse, Wis.	14	3	% of U. S. A. Total	67.6	89.8
Oneida, N. Y.	40	6	Scott, Iowa	20	4	Ulster, N. Y.	18	3			
Lancaster, Penn.	47	6	Venango, Penn.	8	4	Montgomery, Ind.	9	3			

Manufacture of Chemicals and Allied Products, Leading Counties

SM Estimates for 200 counties with 88% of 1951 "Value Added"

Cook, Ill.	634	466	Carter, Tenn.	2	62	Lake, Ohio	12	31	Alleghany, Va.	1	18
Philadelphia, Penn.	291	231	Norfolk, Va.	32	60	New Haven, Conn.	38	30	Jefferson, Ala.	34	17
Essex, N. J.	205	226	Giles, Va.	1	60	Delaware, Penn.	28	29	Maury, Tenn.	4	17
Hudson, N. J.	141	218	Lake, Ill.	10	58	Knox, Tenn.	8	28	Norfolk, Mass.	17	17
Kanawha, W. Va.	15	203	Hennepin, Minn.	72	55	Sussex, Del.	12	28	Richmond, Ga.	13	16
Kings, N. Y.	333	197	Davidson, Tenn.	28	53	Richmond, N. Y.	15	27	Cabell, W. Va.	5	16
Wayne, Mich.	170	191	Summit, Ohio	20	49	Jackson, Mo.	77	26			
Los Angeles, Cal.	468	191	Passaic, N. J.	56	46				San Mateo, Cal.	18	16
Union, N. J.	68	175	Saint Clair, Ill.	21	46	Camden, N. J.	33	26	Rockland, N. Y.	5	16
Hamilton, Ohio	113	165				Gloucester, N. J.	8	25	Orleans, La.	44	16
			San Francisco, Cal.	113	46	Jefferson, Texas	7	25	Macon, Ill.	11	15
Middlesex, N. J.	62	164	Somerset, N. J.	12	42	Brazoria, Texas	4	24	Bronx, N. Y.	53	15
Baltimore City, Md.	127	147	Contra Costa, Cal.	26	41	Calcasieu, La.	6	24	Clark, Ind.	6	15
Cuyahoga, Ohio	200	139	Wyandotte, Kan.	19	41	Westchester, N. Y.	47	23	Pulaski, Ark.	16	15
St. Louis City, Mo.	177	133	Allegheny, Penn.	95	40	Charleston, S. C.	17	23	Vigo, Ind.	11	15
Marion, Ind.	67	128	Fairfield, Conn.	44	37	Suffolk, Mass.	104	22	Lee, Iowa	7	15
Erie, N. Y.	110	119	Dallas, Texas	69	37	Ohio, W. Va.	6	22	Multnomah, Ore.	53	15
Jefferson, Ky.	48	117	Schenectady, N. Y.	4	36	Mobile, Ala.	15	22			
Manhattan, N. Y.	459	116	Shelby, Tenn.	62	35				Chippewa, Mich.	1	14
Middlesex, Mass.	125	113	Montgomery, Ohio	28	35	Lucas, Ohio	45	22	Providence, R. I.	49	14
Niagara, N. Y.	25	105				Hutchinson, Texas	18	22	Morris, N. J.	14	14
			Ramsey, Minn.	55	35	Vanderburgh, Ind.	12	22	King, Wash.	62	14
Queens, N. Y.	132	103	Kalamazoo, Mich.	15	35	Augusta, Va.	1	21	Rensselaer, N. Y.	8	14
East Baton Rouge, La.	11	97	Milwaukee, Wis.	119	34	Fulton, Ga.	70	21	Jasper, Mo.	7	14
Bergen, N. J.	76	89	Chatham, Ga.	25	33	Spotsylvania, Va.	2	21	Buncombe, N. C.	7	14
Sullivan, Tenn.	5	87	Onondaga, N. Y.	25	33	Franklin, Ohio	52	20	Marshall, W. Va.	2	14
Lake, Ind.	23	86	Warren, Va.	3	33	Mecklenburg, N. C.	28	20	Smyth, Va.	2	14
Midland, Mich.	4	80	Mercer, N. J.	18	33	St. Joseph, Ind.	6	20	Henry, Va.	3	13
Alameda, Cal.	87	80	Hampden, Mass.	24	32	Jefferson, La.	11	20			
Salem, N. J.	5	79	Putnam, W. Va.	3	32				Eddy, N. M.	3	13
Harris, Texas	71	78				Essex, Mass.	65	19	St. Clair, Mich.	5	13
Chesterfield, Va.	4	69	Monroe, N. Y.	39	31	Duval, Fla.	32	19	Polk, Iowa	33	13
			Prince George, Va.	2	31	Allegany, Md.	2	19	Wood, W. Va.	3	13
New Castle, Del.	23	67	Campbell, Va.	8	31	Roanoke, Va.	9	19	Bristol, Mass.	25	12


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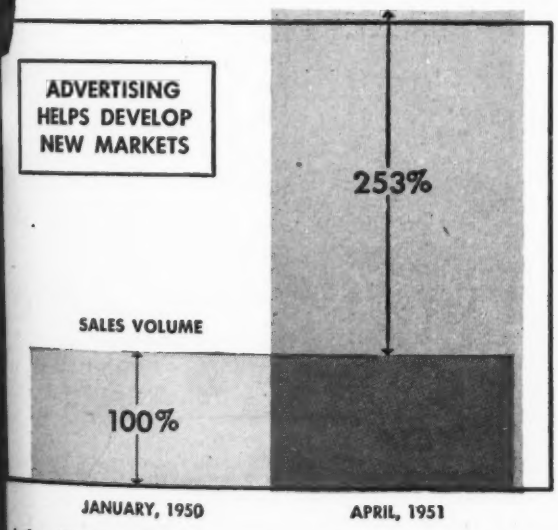
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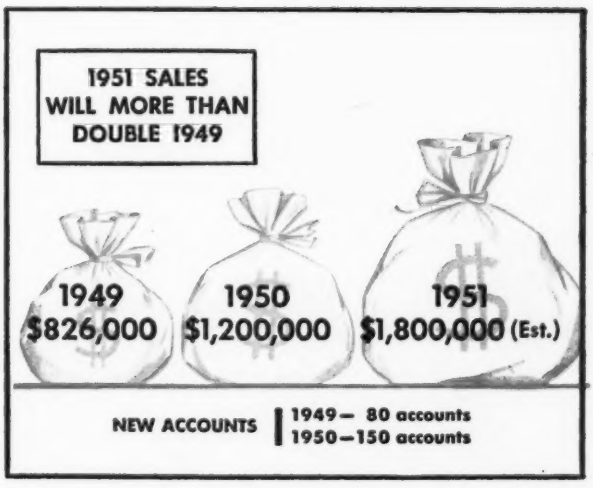
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McGRAW-HILL FOR BUSINESS

Manufacture of Chemicals, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 88% of 1951 "Values Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Madison, Ill.	9	12	Denver, Colo.	43	10	Marion, Miss.	2	9	Schuyler, N. Y.	2	8
Douglas, Neb.	33	12	Winnebago, Ill.	7	10	Oneida, N. Y.	10	9	Colbert, Ala.	2	8
Cherokee, Kan.	3	12	Saline, Ark.	1	10	Stark, Ohio	15	9	Berkshire, Mass.	2	8
Nueces, Texas	11	12	Will, Ill.	4	10	Durham, N. C.	4	9	Carroll, Va.	1	7
Mifflin, Penn.	2	12	Pulaski, Va.	3	10	Burlington, N. J.	6	9	Adams, Ind.	1	7
Kent, Mich.	21	12	Kenosha, Wis.	2	10	Genesee, Mich.	6	9	Orange, Texas	2	7
Floyd, Ga.	6	12	Tarrant, Texas	21	9	Fayette, Penn.	5	8	Lehigh, Penn.	12	7
St. Louis (County), Mo.	16	12	Berks, Penn.	19	9	Northampton, Penn.	8	8	Escambia, Fla.	9	7
Hartford, Conn.	23	11	Henrico, Va.	29	9	New Hanover, N. C.	11	8	Oakland, Mich.	17	7
San Bernardino, Cal.	9	11	Hinds, Miss.	14	9	Hamilton, Tenn.	17	8	Polk, Ga.	2	7
Forrest, Miss.	5	11	Hillsborough, Fla.	20	9	Tompkins, N. Y.	2	8	Chester, Penn.	12	7
Montgomery, Penn.	22	11	Racine, Wis.	8	9	Iberia, La.	4	8	Lorain, Ohio	7	7
Dane, Wis.	8	11	Dearborn, Ind.	1	9	Chenango, N. Y.	3	8	Wood, Ohio	3	7
Guilford, N. C.	19	11	Floyd, Iowa	1	9	Lawrence, Penn.	3	8	Rowan, N. C.	5	7
Bucks, Penn.	12	11	Montgomery, Ala.	13	9	Schuylkill, Penn.	2	8	La Salle, Ill.	6	7
Brooke, W. Va.	1	11	Peoria, Ill.	11	9	Montgomery, Ill.	3	8	Nelson, Va.	1	7
Albany, N. Y.	18	11	Orange, N. Y.	10	9	Madison, Ala.	4	8	Total Above Counties	7,309	7,000
Ingham, Mich.	5	10	Galveston, Texas	3	9	McKean, Penn.	15	8			
Beaver, Penn.	12	10	Marquette, Mich.	2	9	Glynn, Ga.	3	8	% of U. S. A. Total	72.6	87.0
Ouachita, La.	7	10	Rockingham, Va.	4	9	McLennan, Texas	8	8			

Petroleum and Coal Products, Leading Counties

SM Estimates for 200 counties with 92% of 1951 "Value Added"

Jefferson, Texas	9	156	San Bernardino, Cal.	3	12	Hennepin, Minn.	12	6	New Haven, Conn.	1	3
Los Angeles, Cal.	73	144	Gloucester, N. J.	1	11	Wichita, Texas	3	6	Howard, Texas	1	3
Hudson, N. J.	15	132	Brazoria, Texas	1	11	Chatham, Ga.	5	6	Marion, W. Va.	1	3
Lake, Ind.	10	120	Mahoning, Ohio	4	11	Jefferson, Ky.	3	6	Dauphin, Penn.	2	2
Harris, Texas	18	104	Middlesex, Mass.	12	11	Hamilton, Ohio	10	6	Rutland, Vt.	1	2
Philadelphia, Penn.	22	79	Middlesex, N. J.	7	11	Lake, Ill.	2	5	Lorain, Ohio	1	2
Contra Costa, Cal.	9	62	Butler, Kan.	4	11	Sedgwick, Kan.	6	5	McPherson, Kan.	2	2
Madison, Ill.	8	62	Tarrant, Texas	10	11	Crawford, Ill.	2	5			
Delaware, Penn.	7	57	Union, Ark.	5	11				Richmond, N. Y.	2	2
Allegheny, Penn.	16	57				Marion, Ind.	8	5	Warren, Ohio	1	2
			Utah, Utah	2	11	La Salle, Ill.	2	5	Yellowstone, Mont.	2	2
Union, N. J.	10	46	McKean, Penn.	3	11	Stark, Ohio	6	5	Osage, Okla.	1	2
Cook, Ill.	57	39	Natrona, Wyo.	3	10	Creek, Okla.	3	5	Laramie, Wyo.	1	2
Jefferson, Ala.	7	32	Orleans, La.	1	10	Alameda, Cal.	9	5	Wilson, Kan.	1	2
St. Joseph, Ind.	2	31	Jackson, Mo.	8	10	Payne, Okla.	2	5	Oklahoma, Okla.	10	2
East Baton Rouge, La.	2	31	St. Charles, La.	2	10	Ramsey, Minn.	8	5	Big Horn, Wyo.	3	2
Cuyahoga, Ohio	44	31	St. Bernard, La.	1	10	Kankakee, Ill.	2	5	Monongalia, W. Va.	5	2
Lucas, Ohio	11	31	Webster, La.	1	10	Oneida, N. Y.	4	4	Bronx, N. Y.	1	2
Wayne, Mich.	34	30	Bexar, Texas	7	9	Stephens, Okla.	2	4			
Will, Ill.	10	28	Northampton, Penn.	1	9				Pontotoc, Okla.	1	2
Venango, Penn.	10	24				Okmulgee, Okla.	1	4	Multnomah, Ore.	7	2
			Throckmorton, Texas	1	9	Licking, Ohio	3	4	Morris, Texas	1	2
Erie, N. Y.	14	24	Pueblo, Colo.	1	9	Trumbull, Ohio	4	4	Gregg, Texas	6	2
Somerset, N. J.	5	24	Norfolk, Mass.	5	9	Fayette, Ill.	1	4	Wise, Va.	4	2
Jefferson, La.	5	23	Vigo, Ind.	1	9	Allegany, N. Y.	2	4	Lawrence, Ohio	1	2
Camden, N. J.	2	22	Essex, N. J.	13	8	Rensselaer, N. Y.	2	3	Hamilton, Tenn.	1	2
Galveston, Texas	4	22	El Paso, Texas	2	8	Potter, Texas	1	3	Hancock, Ohio	2	2
Calcasieu, La.	2	22	Kern, Cal.	8	8	Mobile, Ala.	2	3	Pawnee, Okla.	1	2
Dallas, Texas	6	22	Beaver, Penn.	5	7	Salt Lake, Utah	3	3	Park, Wyo.	2	1
Fayette, Penn.	42	21	Boyd, Ky.	3	7	Etowah, Ala.	2	3			
Butler, Penn.	5	20	Providence, R. I.	8	7				New Castle, Del.	4	1
Caddo, La.	5	18				Warren, Penn.	5	3	Clay, Mo.	5	1
			Milwaukee, Wis.	8	7	Saint Louis, Minn.	2	3	Caddo, Okla.	2	1
Baltimore City, Md.	12	18	Crawford, Penn.	2	7	Niagara, N. Y.	4	3	Toole, Mont.	3	1
Nueces, Texas	6	17	Montgomery, Kan.	4	6	Lake, Ohio	1	3	Ventura, Cal.	4	1
Bergen, N. J.	2	17	Monroe, N. Y.	6	6	Montgomery, Penn.	5	3	Douglas, Wis.	4	1
Hutchinson, Texas	2	16	St. Louis City, Mo.	12	6	Butler, Ohio	1	3	Brooke, W. Va.	2	1
Tulsa, Okla.	6	16	Westmoreland, Penn.	22	6	Carbon, Wyo.	1	3	Pleasants, W. Va.	1	1
Saint Clair, Ill.	5	15	Hancock, W. Va.	2	6	Garfield, Okla.	1	3	Kenton, Ky.	3	1
Baltimore (County), Md.	3	14	Scioto, Ohio	3	6	Shelby, Tenn.	7	3	Neosho, Kan.	3	1
Wyandotte, Kan	7	14	Cambria, Penn.	3	6	Allen, Ohio	2	3			
Erie, Penn.	5	13	Lawrence, Ill.	3	6				Muskegon, Mich.	3	1
Kings, N. Y.	8	13				Tuscaloosa, Ala.	2	3	Schuylkill, Penn.	3	1
Kay, Okla.	2	12	Kanawha, W. Va.	5	6	Nolan, Texas	1	3	Fayette, W. Va.	3	1
			York, Penn.	5	6	Cattaraugus, N. Y.	1	3	Gratiot, Mich.	2	1

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Petroleum and Coal Products, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 92% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Mitchell, Texas	1	1	Adams, Colo.	2	1	Manhattan, N. Y.	4	1	Ogemaw, Mich.	2	1
Denver, Colo.	6	1	Bossier, La.	2	1	Onondaga, N. Y.	4	1	Dawes, Neb.	2	1
Cowley, Kan.	1	1	Eddy, N. M.	2	1	Queens, N. Y.	4	1	Berks, Penn.	2	1
Worcester, Mass.	4	1	Lincoln, Okla.	2	1	King, Wash.	4	1	Indiana, Penn.	2	1
Douglas, Neb.	4	1	Hidalgo, Texas	2	1	Kalamazoo, Mich.	3	1	Jack, Texas	2	1
Spokane, Wash.	2	1	Smith, Texas	2	1	Taylor, Texas	3	1	La Crosse, Wis.	2	1
Weston, Wyo.	4	1	Carbon, Utah	2	1	Brown, Wis.	3	1			
Garvin, Okla.	1	1	Bannock, Idaho	1	1	Ouachita, Ark.	2	1	Total Above Counties	1,066	2,307
Santa Barbara, Cal.	3	1	Franklin, Ohio	7	1	Orange, Cal.	2	1			
Glacier, Mont.	3	1	Sheboygan, Wis.	5	1	Vermilion, Ill.	2	1	% of U. S. A. Total	76.9	92.3

Manufacture of Rubber Products, Leading Counties

SM Estimates for 142 counties with 96% of 1951 "Value Added"

Summit, Ohio	33	392	Polk, Iowa	2	9	McLennan, Texas	1	5	Huntington, Ind.	2	2
Los Angeles, Cal.	81	103	Hamilton, Ohio	6	9	Stark, Ohio	7	5	Douglas, Neb.	2	2
Middlesex, Mass.	23	83	Tuscaloosa, Ala.	1	9	Hampshire, Mass.	2	5	Cecil, Md.	1	2
Wayne, Mich.	16	75				Essex, N. J.	17	5	Fulton, Ga.	1	2
Montgomery, Ohio	5	58	Essex, Mass.	10	9	Westmoreland, Penn.	2	5	Richmond, N. Y.	1	2
Passaic, N. J.	12	52	Shawnee, Kan.	1	9	Coshocton, Ohio	2	5	Lancaster, Neb.	1	2
Denver, Colo.	2	41	Hamilton, Ind.	1	8	Tippecanoe, Ind.	1	5	Hillsborough, N. H.	3	2
Mercer, N. J.	15	38	Erie, Penn.	2	8				Clarion, Penn.	1	2
New Haven, Conn.	14	35	Kent, Mich.	2	8	Portage, Ohio	7	5	Carroll, Ohio	1	2
Shelby, Tenn.	3	35	Allen, Ind.	2	8	Carroll, Md.	1	5	Saint Clair, Ill.	2	2
			Licking, Ohio	2	8	St. Louis City, Mo.	12	5			
Montgomery, Penn.	6	35	Wayne, Ohio	2	8	Crawford, Ohio	1	4	De Kalb, Ind.	2	2
Hampden, Mass.	5	34	Lake, Ohio	3	8	Windsor, Vt.	1	4	Hennepin, Minn.	6	2
Providence, R. I.	8	33	Kings, N. Y.	25	8	La Porte, Ind.	1	4	Wexford, Mich.	1	2
Erie, N. Y.	8	31				Middlesex, Conn.	5	4	Indiana, Penn.	1	2
Marion, Ind.	6	24	Erie, Ohio	2	7	Crawford, Penn.	1	4	Goodhue, Minn.	1	2
Cook, Ill.	44	23	Queens, N. Y.	6	7	Cuyahoga, Ohio	10	4	Clearfield, Penn.	1	2
Bristol, Mass.	8	21	Mahoning, Ohio	2	7	Bucks, Penn.	4	4	Lucas, Ohio	6	2
Fairfield, Conn.	13	21	Gibson, Tenn.	1	7				Bergen, N. J.	5	2
Norfolk, Mass.	10	20	Trumbell, Ohio	1	7	Philadelphia, Penn.	18	4	Milwaukee, Wis.	9	2
Eau Claire, Wis.	1	18	Lee, Iowa	1	7	Huron, Ohio	3	3	Ashtabula, Ohio	5	1
			New Castle, Del.	2	7	Ottawa, Okla.	1	3			
Broome, N. Y.	4	18	Lawrence, Ohio	1	6	Harford, Md.	1	3	Bronx, N. Y.	8	1
Allegany, Md.	1	16	Montgomery, Tenn.	1	6	Jackson, Mich.	1	3	Middlesex, N. J.	7	1
Bristol, R. I.	4	15	Medina, Ohio	1	6	Wabash, Ind.	1	3	Hudson, N. J.	6	1
Oakland, Mich.	4	14				Chester, Penn.	1	3	Harris, Texas	4	1
Colbert, Ala.	1	14	St. Clair, Mich.	1	6	Marion, Mo.	1	3	Bedford, Va.	1	1
Etowah, Ala.	1	13	Auglaize, Ohio	3	6	Hunterdon, N. J.	1	3	Plymouth, Mass.	6	1
Berrien, Mich.	5	13	Geauga, Ohio	3	6	Butler, Penn.	1	3	Orange, Cal.	5	1
Elkhart, Ind.	4	13	Baltimore City, Md.	7	6				Multnomah, Ore.	5	1
La Crosse, Wis.	1	12	Washington, Md.	1	6	Ottawa, Ohio	1	3	Dallas, Texas	5	1
St. Joseph, Ind.	2	11	Sandusky, Ohio	2	6	Fayette, Penn.	3	3	Hartford, Conn.	2	1
			Allen, Ohio	2	6	Dutchess, N. Y.	2	3			
Rock Island, Ill.	3	11	Adams, Miss.	1	6	Sangamon, Ill.	2	3	Will, Ill.	2	1
Contra Costa, Cal.	1	11	Hancock, Ohio	2	6	Adams, Penn.	2	3	Lycoming, Penn.	2	1
Morris, N. J.	6	10	Union, N. J.	4	6	Daviess, Ind.	1	3			
Worcester, Mass.	6	10				Cumberland, Penn.	1	3	Total Above Counties	747	1,822
Ashland, Ohio	7	10	Richland, Ohio	1	6	Frederick, Va.	2	2			
Delaware, Ind.	3	10	Dodge, Wis.	1	5	Manhattan, N. Y.	25	2	% of U. S. A. Total	85.4	95.9
Suffolk, Mass.	19	10	Haywood, N. C.	1	5	Alameda, Cal.	8	2			

Manufacture of Leather and Leather Products, Leading Counties

SM Estimates for 200 counties with 95% of 1951 "Value Added"

Manhattan, N. Y.	1,122	122	Philadelphia, Penn.	134	40	Strafford, N. H.	21	16	York, Penn.	14	9
Essex, Mass.	453	108	Hillsborough, N. H.	44	38	Scioto, Ohio	5	16	Franklin, Ohio	18	9
Suffolk, Mass.	178	80	Kings, N. Y.	314	35	New Castle, Del.	13	15	Lancaster, Penn.	18	8
Cook, Ill.	203	63	Worcester, Mass.	68	30	Hamilton, Ohio	33	14	Davidson, Tenn.	8	8
Broome, N. Y.	38	53	Fulton, N. Y.	213	29	Franklin, Mo.	9	13	Dauphin, Penn.	10	8
Milwaukee, Wis.	76	49	Androscoggin, Me.	32	24	Herkimer, N. Y.	12	12	Trumbull, Ohio	1	7
Plymouth, Mass.	119	47	Essex, N. J.	84	23	Queens, N. Y.	42	12	Camden, N. J.	8	7
Middlesex, Mass.	103	46	York, Me.	13	21	Norfolk, Mass.	22	11	Madison, Ill.	2	7
St. Louis City, Mo.	103	44	Los Angeles, Cal.	178	18	Rockingham, N. H.	24	11	Hudson, N. J.	47	7

Manufacture of Leather, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 95% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Cumberland, Me.	16	7	Haywood, N. C.	3	3	Brown, Ohio	2	2	Lewis, Tenn.	1	2
Monroe, N. Y.	27	6	Randolph, Mo.	1	3	Adair, Mo.	1	2	Roanoke, Va.	2	2
Lebanon, Penn.	10	6				Cooper, Mo.	2	2	Warren, Ohio	1	2
Kennebec, Me.	6	6	Somerset, Me.	8	3	Hamilton, Tenn.	4	2	Fayette, Ill.	1	2
			Coles, Ill.	3	3	Clark, Ohio	3	2	Phelps, Mo.	1	2
Sheboygan, Wis.	10	6	Goodhue, Minn.	4	3	Obion, Tenn.	2	2	Bergen, N. J.	15	2
Gasconade, Mo.	5	6	Boyd, Ky.	4	3	Wayne, Penn.	4	2	Tioga, N. Y.	5	2
Oxford, Me.	6	6	San Francisco, Cal.	31	3	Belknap, N. H.	3	2	Madison, Ala.	1	2
Bristol, Mass.	22	5	Passaic, N. J.	21	3	Jefferson, Ill.	1	2			
Berks, Penn.	14	5	St. Charles, Mo.	2	3	Grafton, N. H.	6	2	Moultrie, Ill.	1	2
Merrimack, N. H.	5	5	Scott, Mo.	3	3				Tompkins, N. Y.	2	2
Penobscot, Me.	11	5	Franklin, Ky.	1	3	Van Wert, Ohio	1	2	Jackson, Ill.	1	2
Cole, Mo.	3	5	Lycoming, Penn.	9	3	Chippewa, Wis.	6	2	Clay, Ill.	1	2
Cayuga, N. Y.	7	5				Giles, Tenn.	1	2	Dinwiddie, Va.	2	2
Baltimore City, Md.	17	5	Tioga, Penn.	3	3	Franklin, Penn.	2	2	Brown, Wis.	4	2
			Adams, Ill.	3	3	Madison, Mo.	1	2	Jackson, Ind.	3	2
Berkshire, Mass.	7	5	Rock, Wis.	3	3	Buncombe, N. C.	2	2	King, Wash.	14	2
Campbell, Va.	8	5	Luzerne, Penn.	11	3	Ashtabula, Ohio	5	2	Waldo, Me.	1	2
Perry, Mo.	2	5	Coffee, Tenn.	2	3	San Mateo, Cal.	6	2	Highland, Ohio	1	2
Marion, Mo.	4	5	Saline, Mo.	2	3	Lake, Ill.	1	2			
Fairfield, Conn.	24	5	Cheshire, N. H.	5	3	Washington, Mo.	1	2	Nassau, N. Y.	7	1
Randolph, Ill.	3	5	Erie, N. Y.	15	3				Franklin, Tenn.	1	1
Schuylkill, Penn.	8	5	Pettis, Mo.	2	3	Spotsylvania, Va.	1	2	Clinton, Ill.	3	1
Bronx, N. Y.	59	4	Fond Du Lac, Wis.	3	3	Providence, R. I.	25	2	Marshall, Tenn.	1	1
Gwinnett, Ga.	7	4				Washington, Minn.	1	2	McNairy, Tenn.	2	1
Jackson, Mo.	12	4	Northampton, Penn.	2	3	Stoddard, Mo.	1	2	Ottawa, Mich.	4	1
			Jefferson, Wis.	4	3	Union, Ill.	2	2	Chippewa, Mich.	1	1
Denver, Colo.	16	4	Pocahontas, W. Va.	2	3	Gibson, Tenn.	3	2	Allegheny, Penn.	11	1
Sumner, Tenn.	2	4	Franklin, N. Y.	11	3	Hennepin, Minn.	14	2	McKean, Penn.	4	1
Richland, Ill.	1	4	Hampshire, Mass.	4	3	St. Louis (County), Mo.	1	2	Prince Edward, Va.	1	1
Jefferson, Mo.	3	4	Dutchess, N. Y.	7	3	Marion, Ill.	1	2			
Wayne, Mich.	19	4	Hampden, Mass.	10	3	Kent, Mich.	5	2	Wood, Wis.	1	1
Middlesex, N. J.	14	4	Audrain, Mo.	3	3				Franklin, Mass.	4	1
Orange, N. Y.	22	4	Washington, Wis.	4	2	Alleghany, Va.	1	2	Langlade, Wis.	2	1
Racine, Wis.	6	4	McCracken, Ky.	3	2	La Porte, Ind.	2	2	Union, N. J.	14	1
Cape Girardeau, Mo.	4	4				Ozaukee, Wis.	3	2	Saratoga, N. Y.	1	1
Washington, Md.	5	4	Lackawanna, Penn.	6	2	Mississippi, Mo.	1	2	Coshocton, Ohio	6	1
			Callaway, Mo.	2	2	Cattaraugus, N. Y.	2	2	Morris, N. J.	4	1
St. Francois, Mo.	3	4	Pike, Ill.	1	2	Dodge, Wis.	4	2	Tarrant, Texas	3	1
Elk, Penn.	5	4	Livingston, Ill.	3	2	Lafayette, Mo.	1	2	Polk, Iowa	6	1
Saint Clair, Ill.	3	4	Jersey, Ill.	1	2	Cumberland, Penn.	4	2	Gloucester, N. J.	1	1
Adams, Penn.	10	4	Montgomery, Penn.	10	2	Hardin, Tenn.	2	2			
Sullivan, N. H.	4	4	Sangamon, Ill.	1	2	Randolph, Ark.	1	2	Total Above Counties	4,697	1,509
Montgomery, N. Y.	8	4	Lehigh, Penn.	6	2						
Onondaga, N. Y.	7	3	Muskegon, Mich.	3	2	Wyoming, Penn.	2	2	% of U. S. A. Total	88.5	95.2
Ross, Ohio	1	3	Fairfield, Ohio	1	2	Franklin, Me.	1	2			

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Manufacture of Stone, Clay, Glass Products, Leading Counties

SM Estimates for 200 counties with 76% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Los Angeles, Cal.	482	105	Queens, N. Y.	81	15	Lawrence, Ohio	11	8	Northumberland, Penn.	13	8
Cook, Ill.	324	103	Onondaga, N. Y.	19	14	Providence, R. I.	28	8	Wetzel, W. Va.	4	8
Wayne, Mich.	130	79	Clearfield, Penn.	18	14	Cerro Gordo, Iowa	8	8	Norfolk, Mass.	45	8
Allegheny, Penn.	97	71	Somerset, N. J.	13	14	Carter, Ky.	5	8	Shelby, Tenn.	25	8
Hancock, W. Va.	12	68	Fayette, Penn.	20	14	Madison, Ind.	17	8	Davidson, Tenn.	24	8
Westmoreland, Penn.	46	59	Hamilton, Ohio	64	14	Warren, N. Y.	4	8			
Worcester, Mass.	27	50	Wood, Ohio	10	14						
Lucas, Ohio	23	46	Sullivan, Tenn.	4	14	Wyandotte, Kan.	10	8	Dade, Fla.	56	8
Niagara, N. Y.	11	42				Marion, Ind.	30	8	Oneida, N. Y.	12	8
Washington, Penn.	31	41	Beaver, Penn.	36	13	Jefferson, Penn.	8	8	Henrico, Va.	19	8
			Washington, Vt.	85	13	Bexar, Texas	31	8	Blair, Penn.	12	8
Kanawha, W. Va.	27	40	Lehigh, Penn.	25	13	Bronx, N. Y.	62	8	Rockland, N. Y.	5	8
Montgomery, Penn.	59	38	Knox, Tenn.	20	13	Okmulgee, Okla.	5	8	Wabash, Ind.	7	8
La Salle, Ill.	24	38	Middlesex, Mass.	48	12	Mifflin, Penn.	6	8	Buncombe, N. C.	9	8
Baltimore City, Md.	48	37	Licking, Ohio	8	12	Howard, Ind.	5	8	Pickens, Ga.	2	8
St. Louis City, Mo.	70	37	Hamilton, Tenn.	14	12	Jackson, Mo.	39	7	San Diego, Cal.	43	8
Mercer, N. J.	54	36	Milwaukee, Wis.	79	12	Webster, Iowa	11	7	San Mateo, Cal.	20	8
Northampton, Penn.	35	36	Lancaster, Penn.	20	12						
Columbiana, Ohio	35	34	Seneca, Ohio	12	12	Bucks, Penn.	27	7	Brooke, W. Va.	3	8
Lawrence, Penn.	20	34				Grant, Ind.	10	7	Ottawa, Ohio	12	8
Madison, Ill.	19	34	Genessee, N. Y.	5	12	Knox, Ohio	6	7	Taylor, W. Va.	3	8
			Essex, N. J.	57	12	Scioto, Ohio	12	7	Wayne, W. Va.	8	8
Tuscarawas, Ohio	37	33	Suffolk, Mass.	47	12	Cattaraugus, N. Y.	5	7	Blackford, Ind.	4	8
Harrison, W. Va.	11	32	Fairfield, Ohio	9	11	Marshall, W. Va.	5	7	Sangamon, Ill.	7	8
Armstrong, Penn.	16	31	Perry, Ohio	16	11	Harrison, Ohio	4	7	Clinton, Penn.	5	8
Philadelphia, Penn.	101	31	Monongalia, W. Va.	19	11	Saint Clair, Ill.	19	7	Wayne, N. Y.	4	8
Cumberland, N. J.	45	31	Monroe, N. Y.	29	11	Berkeley, W. Va.	8	7	Mobile, Ala.	11	8
Jefferson, Ala.	51	30	Passaic, N. J.	29	11	York, Penn.	24	7	Greene, N. Y.	8	8
Alameda, Cal.	40	29	Hudson, N. J.	36	11				Richmond, Ga.	7	8
Muskingum, Ohio	26	27	St. Louis (County), Mo.	23	11	Chester, Penn.	13	7			
Middlesex, N. J.	39	27				Columbia, N. Y.	5	7	Tulsa, Okla.	21	8
Steuben, N. Y.	8	25	Contra Costa, Cal.	16	11	Camden, N. J.	30	6	Allen, Kan.	6	8
			Will, Ill.	13	10	Monmouth, N. J.	15	6	Berks, Penn.	16	8
Manhattan, N. Y.	244	24	Jefferson, Ky.	37	10	Trumbull, Ohio	14	6	Tioga, Penn.	3	8
Audrian, Mo.	7	23	Clay, Ind.	17	10	Bibb, Ga.	13	6	Bay, Mich.	14	8
Lake, Ill.	13	22	Centre, Penn.	8	10	Guernsey, Ohio	5	6	Cape Girardeau, Mo.	6	8
Wood, W. Va.	10	22	Schenectady, N. Y.	10	10	Belmont, Ohio	8	6	Jefferson Davis, La.	5	8
Erie, N. Y.	67	22	Dallas, Texas	38	10	Tyler, W. Va.	3	6	Winnebago, Ill.	17	8
Lake, Ind.	23	22	Jefferson, Mo.	7	9	Polk, Iowa	20	6	Tarrant, Texas	18	8
San Bernardino, Cal.	54	21	Butler, Penn.	20	9				Montgomery, Kan.	7	8
Stark, Ohio	34	21	Orleans, La.	21	9	Knox, Ill.	6	6			
Cuyahoga, Ohio	94	21				Delaware, Penn.	16	6	Hampden, Mass.	25	8
Albany, N. Y.	14	21	Riverside, Cal.	36	9	Lebanon, Penn.	9	6	Sebastian, Ark.	7	8
			Lewis, W. Va.	8	9	Chemung, N. Y.	5	6	Nassau, N. Y.	29	4
Franklin, Ohio	39	20	Sandusky, Ohio	19	9	Hocking, Ohio	5	6	Guilford, N. C.	20	4
Kings, N. Y.	179	19	Allegany, Md.	11	9	Delaware, Ind.	12	6	Kane, Ill.	16	4
Harris, Texas	51	18	McKean, Penn.	10	9	Orange, Cal.	54	6	Plymouth, Mass.	14	4
Salem, N. J.	8	18	Morris, N. J.	21	9	Santa Clara, Cal.	24	6	Multnomah, Ore.	28	4
Jefferson, Ohio	12	18	Orange, N. Y.	14	9	Jay, Ind.	5	6	Union, N. J.	26	4
Marion, W. Va.	10	18	Bergen, N. J.	38	9	Unicoi, Tenn.	3	6	Hillsborough, N. H.	37	4
Cabell, W. Va.	25	17	New Haven, Conn.	49	8						
Mahoning, Ohio	31	17	Richland, S. C.	15	8				Total Above Counties	5,725	2,890
Huntingdon, Penn.	9	17				Ohio, W. Va.	7	6			
Summit, Ohio	23	17	King, Wash.	48	8	Kent, Mich.	30	6	% of U. S. A. Total	49.1	75.8
			Clarion, Penn.	7	8	Creek, Okla.	4	6			
Fairfield, Conn.	26	15	Denver, Colo.	39	8	Hinds, Miss.	12	6			
Hartford, Conn.	27	15	Monroe, Ind.	17	8	Mecklenburg, N. C.	14	6			

Manufacture of Primary Metals, Leading Counties

SM Estimates for 200 counties with 95% of 1951 "Value Added"

Allegheny, Penn.	107	682	Erie, N. Y.	65	240	New Haven, Conn.	60	155	Madison, Ill.	18	114
Cook, Ill.	263	548	Mahoning, Ohio	24	234	Westmoreland, Penn.	36	153	Cambria, Penn.	6	106
Lake, Ind.	26	507	Jefferson, Ala.	44	185	Stark, Ohio	38	151	Baltimore City, Md.	33	84
Wayne, Mich.	176	396	Baltimore (County),			Los Angeles, Cal.	303	133	Washington, Penn.	10	83
Cuyahoga, Ohio	172	377	Md.	5	172	Northampton, Penn.	10	128	Fairfield, Conn.	49	78
Beaver, Penn.	32	253	Trumbull, Ohio	22	163	Milwaukee, Wis.	81	122	Lorain, Ohio	14	75

Manufacture of Primary Metals, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 95% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Mercer, Penn.	10	69	Montgomery, Ohio	27	37	Passaic, N. J.	22	27	Fayette, W. Va.	1	20
Middlesex, N. J.	25	66	St. Louis City, Mo.	49	37	Queens, N. Y.	37	26	Racine, Wis.	21	20
Niagara, N. Y.	18	65				Lebanon, Penn.	7	25	Mercer, N. J.	10	20
Union, N. J.	25	64	Erie, Penn.	26	36	Hartford, Conn.	31	25			
Worcester, Mass.	43	59	Contra Costa, Cal.	6	35	Hampden, Mass.	32	25	Ohio, W. Va.	9	19
Saginaw, Mich.	12	58	Saint Clair, Ill.	19	34	Lawrence, Penn.	9	24	Jackson, Ohio	4	19
Philadelphia, Penn.	88	57	Providence, R. I.	41	34	Kings, N. Y.	70	24	Knox, Tenn.	6	19
			Crawford, Penn.	6	34	Oakland, Mich.	23	24	Ingham, Mich.	13	19
Muskegon, Mich.	18	56	Grant, Ind.	13	33				Henry, Ind.	4	19
Montgomery, Penn.	29	54	Hamilton, Ohio	52	33	Delaware, Penn.	14	24	Maricopa, Ariz.	4	19
Lucas, Ohio	33	54	Allen, Ind.	14	32	Kenosha, Wis.	7	24	Wayne, Ind.	9	19
Dauphin, Penn.	6	52	Multnomah, Ore.	38	32	Winnebago, Ill.	25	23	Westchester, N. Y.	14	19
Berks, Penn.	35	52	Lycoming, Penn.	8	31	Bergen, N. J.	13	22	St. Lawrence, N. Y.	3	18
Hancock, W. Va.	2	51				Chemung, N. Y.	5	22	La Salle, Ill.	8	18
Onondaga, N. Y.	30	45	Chester, Penn.	6	31	Manhattan, N. Y.	66	22			
Butler, Ohio	8	44	Carbon, Penn.	6	30	Salt Lake, Utah	13	22	St. Clair, Mich.	7	18
Oneida, N. Y.	14	44	Berrien, Mich.	23	30	King, Wash.	31	22	La Porte, Ind.	5	18
Essex, N. J.	83	44	Alameda, Cal.	55	30	San Mateo, Cal.	14	22	Cabell, W. Va.	2	17
			Utah, Utah	6	30	Blount, Tenn.	4	22	Shoshone, Idaho	3	17
Allegany, Md.	3	42	Etowah, Ala.	11	29				Marion, Ohio	9	17
Hudson, N. J.	47	42	Howard, Ind.	14	29	Hamilton, Tenn.	15	21	Warren, Penn.	3	17
Jefferson, Ohio	6	41	Franklin, Ohio	23	29	Wood, W. Va.	4	21	Saint Louis, Minn.	10	17
Calhoun, Ala.	15	40	Marion, Ind.	34	28	Burlington, N. J.	10	21	Albany, N. Y.	11	17
Delaware, Ind.	8	39	Harris, Texas	28	28	Chautauqua, N. Y.	7	21	Boyd, Ky.	4	16
Pueblo, Colo.	6	38				Richland, Ohio	9	20	New Castle, Del.	6	16
Jackson, Mo.	31	38	Colbert, Ala.	4	27	Mifflin, Penn.	2	20			
Scioto, Ohio	5	37	Lake, Ill.	10	27	Schuylkill, Penn.	4	20	Sacramento, Cal.	9	16

How to find top Industrial Specifiers and Buyers

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CHEMICALS	5052
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RAILROADS, UTILITIES	2987

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Manufacture of Primary Metals, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 95% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Pierce, Wash.	9	16
York, Penn.	14	16
Lenawee, Mich.	9	16
Denver, Colo.	34	16
Will, Ill.	9	16
Jefferson, Ky.	14	15
Marshall, W. Va.	3	15
Middlesex, Mass.	44	15
Talladega, Ala.	5	15
Suffolk, Mass.	40	15
Butler, Penn.	6	15
Midland, Mich.	2	15
Cascade, Mont.	4	15
Vigo, Ind.	11	15
Bristol, Mass.	25	15
Clark, Ohio	8	15
Rock Island, Ill.	18	14
Venango, Penn.	6	14
Macomb, Mich.	11	14
Lawrence, Ark.	1	14
San Bernardino, Cal.	6	14
Peoria, Ill.	8	13
Allen, Ohio	6	13
Litchfield, Conn.	6	13
Rensselaer, N. Y.	7	13
Calhoun, Mich.	10	13
Whiteside, Ill.	7	13
Cumberland, Penn.	3	13
Marion, W. Va.	2	13
Campbell, Ky.	2	13
Tippecanoe, Ind.	2	13
Macon, Ill.	7	13
Blair, Penn.	3	13
Somerset, N. J.	4	13
Erie, Ohio	5	13
Luzerne, Penn.	9	12
Columbia, Penn.	3	12
Brooke, W. Va.	2	12
Tulsa, Okla.	11	12
Cowlitz, Wash.	2	12
Monroe, N. Y.	23	11
Tuscarawas, Ohio	4	11
Kane, Ill.	22	11
Deer Lodge, Mont.	4	11
Kent, Mich.	27	11
Fulton, Ga.	15	11
Armstrong, Penn.	2	11
Montgomery, Ind.	2	11
Waukesha, Wis.	15	11
Warren, N. J.	4	11
Elkhart, Ind.	12	11
Muskingum, Ohio	4	11
Spokane, Wash.	5	11
Seneca, Ohio	5	11
Hennepin, Minn.	36	11
Vermilion, Ill.	5	10
Summit, Ohio	16	10
Medina, Ohio	3	10
Harrison, W. Va.	3	10
Northumberland, Penn.	4	10
Douglas, Neb.	6	10
Schenectady, N. Y.	1	9
De Kalb, Ill.	9	9
Lawrence, Ohio	2	9
Bay, Mich.	11	9
Herkimer, N. Y.	1	9
Wayne, Ohio	4	9
Franklin, Penn.	2	9
El Paso, Texas	4	9
Ramsey, Minn.	14	9
Frederick, Md.	1	9
Shelby, Ohio	8	9
Shelby, Tenn.	5	9
San Francisco, Cal.	26	9
Roane, Tenn.	1	9
Fountain, Ind.	2	8
Camden, N. J.	6	8
Lancaster, Penn.	24	8
Madison, Ind.	11	7
Total Above Counties	4,102	9,085
% of U. S. A. Total	76.5	94.8

Fabricated Metal Products, Leading Counties

SM Estimates for 200 counties with 92% of 1951 "Value Added"

Cook, Ill.	1,558	658	Mahoning, Ohio	35	42	Macomb, Mich.	75	17	La Crosse, Wis.	7	10
Wayne, Mich.	633	435	Harris, Texas	84	41	Ingham, Mich.	18	17	Sheboygan, Wis.	8	10
Cuyahoga, Ohio	524	274	Jefferson, Ala.	52	40	Kenosha, Wis.	7	17	Kane, Ill.	24	10
Los Angeles, Cal	1,149	267	Lorain, Ohio	27	40	Whiteside, Ill.	13	16	Outagamie, Wis.	8	10
Philadelphia, Penn.	478	228	Bronx, N. Y.	206	38	Manitowoc, Wis.	12	16	Will, Ill.	12	9
Kings, N. Y.	650	142	Butler, Ohio	19	38	Clark, Ohio	28	15	Jefferson, Texas	11	9
Hartford, Conn.	173	134	Union, N. J.	90	37	Saint Clair, Ill.	30	15	Middlesex, N. J.	27	9
Allegheny, Penn.	182	132	Trumbull, Ohio	35	37	New Castle, Del.	23	15	Cabell, W. Va.	8	9
Manhattan, N. Y.	958	121	York, Penn.	32	34	Chester, Penn.	15	15	Norfolk, Mass.	26	9
New Haven, Conn.	191	113	Jackson, Mo.	103	33	St. Louis (County), Mo.	22	14	Black Hawk, Iowa	13	9
Milwaukee, Wis.	217	111	King, Wash.	129	32	Mercer, Penn.	14	14	Bradley, Tenn.	4	9
Baltimore City, Md.	125	107	Chautauqua, N. Y.	32	32	Camden, N. J.	39	14	Nassau, N. Y.	58	9
St. Louis City, Mo.	225	99	Oneida, N. Y.	25	32	Sedgwick, Kan.	33	14	Cattaraugus, N. Y.	12	9
Hamilton, Ohio	158	98	Hamilton, Tenn.	26	31	Passaic, N. J.	71	14	Fayette, Penn.	8	9
Erie, N. Y.	156	89	Calhoun, Mich.	21	31	Lackawanna, Penn.	19	13	Brooke, W. Va.	6	9
Essex, N. J.	340	83	Essex, Mass.	63	29	Davidson, Tenn.	18	13	Wayne, Ohio	7	8
Winnebago, Ill.	55	83	Multnomah, Ore.	97	28	Middlesex, Conn.	27	13	Dauphin, Penn.	8	8
Worcester, Mass.	142	82	Hampden, Mass.	80	28	Tulsa, Okla.	40	13	Wayne, Ind.	13	8
Fairfield, Conn.	137	82	Onondaga, N. Y.	49	28	Ohio, W. Va.	10	13	Bucks, Penn.	18	8
Queens, N. Y.	253	79	Westchester, N. Y.	77	26	Fulton, Ga.	43	13	Tuscarawas, Ohio	9	8
Suffolk, Mass.	207	72	Dallas, Texas	88	26	Denver, Colo.	59	13	Dodge, Wis.	9	8
Kent, Mich.	99	71	Ramsey, Minn.	56	25	La Porte, Ind.	16	13	Cumberland, Me.	16	8
Summit, Ohio	59	69	Vanderburgh, Ind.	19	25	Northampton, Penn.	18	13	Elkhart, Ind.	32	8
Hudson, N. J.	121	68	Bristol, Mass.	87	25	Ottawa, Mich.	21	12	Fayette, Ind.	6	8
Jefferson, Ky.	52	61	Racine, Wis.	45	24	Clay, Mo.	11	12	Etowah, Ala.	8	8
Alameda, Cal.	146	61	Lancaster, Penn.	37	24	Jefferson, Ohio	4	12	Oswego, N. Y.	8	8
Providence, R. I.	218	59	Lehigh, Penn.	22	24	Crawford, Penn.	12	12	Sangamon, Ill.	10	8
Franklin, Ohio	70	57	Kalamazoo, Mich.	23	24	Kanawha, W. Va.	7	12	Sandusky, Ohio	17	7
Marion, Ind.	103	57	Erie, Penn.	43	22	Washtenaw, Mich.	24	11	Douglas, Neb.	27	7
Lucas, Ohio	98	56	Berks, Penn.	34	19	Madison, Ill.	8	11	Eau Claire, Wis.	4	7
Beaver, Penn.	18	55	Oakland, Mich.	119	19	Orleans, La.	37	11	Rock Island, Ill.	17	7
Mercer, N. J.	42	55	Litchfield, Conn.	34	19	Polk, Iowa	28	11	La Salle, Ill.	9	7
Montgomery, Ohio	64	54	Delaware, Ind.	23	19	Contra Costa, Cal.	10	11	Dorchester, Md.	3	7
San Francisco, Cal.	194	53	Henrico, Va.	26	18	Shelby, Tenn.	37	10	Forsyth, N. C.	6	7
Madison, Ind.	20	48	Monroe, N. Y.	81	18	Allen, Ind.	23	10	Wood, W. Va.	4	7
Montgomery, Penn.	59	48	Lawrence, Penn.	18	17	Delaware, Penn.	25	10	Ashtabula, Ohio	11	7
Hennepin, Minn.	160	45	Hancock, W. Va.	3	17	Washington, Penn.	12	10	New London, Conn.	12	7
Lake, Ind.	32	43	Jackson, Mich.	56	17	Franklin, Mass.	11	10	Adams, Ill.	7	7
Stark, Ohio	46	42	Bergen, N. J.	74	17	Washington, Wis.	8	10	Berrien, Mich.	20	7
Middlesex, Mass.	162	42	Richland, Ohio	16	17	Peoria, Ill.	18	10	Warren, Penn.	8	7
Westmoreland, Penn.	19	42	Lake, Ill.	19	17	Oklahoma, Okla.	27	10	Columbiana, Ohio	11	7

Fabricated Metal Products, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 92% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Kankakee, Ill.	7	7	Defiance, Ohio	11	6	Vanango, Penn.	5	6	Ontario, N. Y.	8	6
Macon, Ill.	8	7	Plymouth, Mass.	26	6	Scioto, Ohio	3	6	Colbert, Ala.	4	6
Lycoming, Penn.	11	7	East Baton Rouge, La.	12	6	Erie, Ohio	10	6	St. Joseph, Ind.	27	6
Jefferson, Wis.	7	7	Vigo, Ind.	7	6	Burlington, N. J.	9	6	Howard, Ind.	18	6
Schenectady, N. Y.	3	7	Baltimore (County),			Warren, Ohio	7	6	Broome, N. Y.	17	6
Santa Clara, Cal.	28	7	Md.	6	6	Augusta, Va.	2	6	Winnebago, Wis.	12	6
			Lenawee, Mich.	14	6	Monmouth, N. J.	17	6	Freeborn, Minn.	4	6
Allen, Ohio	7	7									
Wood, Wis.	2	7	Sacramento, Cal.	23	6	Bexar, Texas	28	6	Total Above Counties	14,408	6,769
Cattaraugus, N. Y.	12	7	Saginaw, Mich.	9	6	Waukesha, Wis.	17	6			
Belmont, Ohio	7	7	Boyd, Ky.	2	6	Linn, Iowa	15	6	% of U. S. A. Total	86.1	92.4

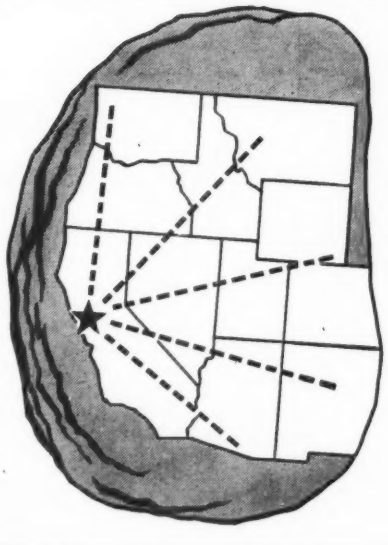
Manufacture of Machinery,* Leading Counties

SM Estimates for 200 counties with 90% of 1951 "Value Added"

Cook, Ill.	1,315	896	Franklin, Ohio	76	104	Allen, Ind.	52	56	Montgomery, Penn.	74	33
Wayne, Mich.	973	553	Union, N. J.	124	103	Berks, Penn.	49	50			
Cuyahoga, Ohio	640	472	Harris, Texas	118	103	Jefferson, Ky.	50	49	Baltimore (County),		
Milwaukee, Wis.	390	375	Erie, Penn.	73	103	St. Joseph, Ind.	53	48	Md.	8	33
Montgomery, Ohio	153	279	Providence, R. I.	170	96				Linn, Iowa	28	32
Hartford, Conn.	189	251	Erie, N. Y.	172	96	Middlesex, Mass.	169	45	Lorain, Ohio	25	30
Los Angeles, Cal.	1,033	241	Essex, N. J.	301	96	Delaware, Penn.	38	42	Sangamon, Ill.	11	30
Philadelphia, Penn.	434	214				Wayne, Ind.	20	42	Westmoreland, Penn.	20	30
Worcester, Mass.	180	176	Winnebago, Ill.	107	96	Oakland, Mich.	182	42	Bristol, Mass.	84	29
Hamilton, Ohio	181	164	Lucas, Ohio	107	85	Scott, Iowa	27	40	Columbiana, Ohio	31	29
			Vanderburgh, Ind.	24	83	Lancaster, Penn.	45	39	Chemung, N. Y.	13	28
Tazewell, Ill.	14	159	New Haven, Conn.	129	82	Summit, Ohio	96	39	Lawrence, Penn.	12	28
Fairfield, Conn.	206	155	Kent, Mich.	77	81	Ramsey, Minn.	73	39	Queens, N. Y.	175	28
Rock Island, Ill.	42	134	Racine, Wis.	82	70	Westchester, N. Y.	55	39			
Stark, Ohio	68	133	Alamdea, Cal.	156	69	Passaic, N. J.	119	38	Jackson, Mo.	71	27
Hampden, Mass.	104	123	Essex, Mass.	110	69				Middlesex, N. J.	37	27
Allegheny, Penn.	156	123	Broome, N. Y.	21	65	Rock, Wis.	22	38	Jefferson, Ala.	34	27
Marion, Ind.	161	119	Manhattan, N. Y.	522	63	Dutchess, N. Y.	16	38	Butler, Ohio	28	27
Onondaga, N. Y.	89	115				Beaver, Penn.	15	37	Tulsa, Okla.	66	25
Kings, N. Y.	345	114	Monroe, N. Y.	121	62	Venango, Penn.	11	37	Warren, N. J.	6	25
Hennepin, Minn.	197	114	Suffolk, Mass.	177	60	Macomb, Mich.	125	37	Lake, Ill.	32	25
			Black Hawk, Iowa	26	60	Baltimore City, Md.	98	36	Washtenaw, Mich.	29	25
Hudson, N. J.	131	113	Clark, Ohio	50	58	York, Me.	2	35	La Porte, Ind.	21	25
St. Louis City, Mo.	221	106	Kane, Ill.	45	58	San Francisco, Cal.	137	34	Jasper, Iowa	8	24
Muskegon, Mich.	47	105	York, Penn.	48	56	Calhoun, Mich.	23	34	Mercer, N. J.	42	24

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Manufacture of Machinery, Leading Counties—(Cont'd)

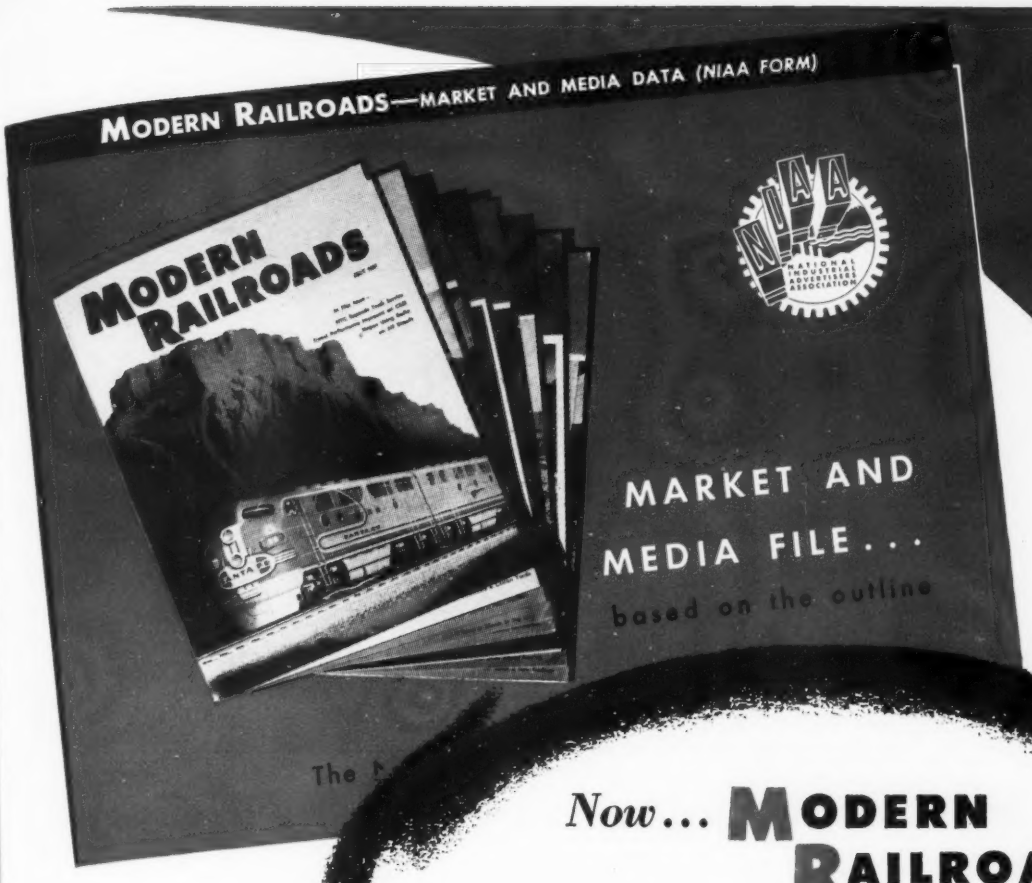
SM Estimates for 200 counties with 90% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Franklin, Penn.	13	24	Santa Clara, Cal.	60	17	Outagamie, Wis.	10	12	Albany, N. Y.	16	9
Cayuga, N. Y.	9	24	Peoria, Ill.	15	17				McLean, Ill.	7	8
Multnomah, Ore.	93	24	Fayette, Ind.	6	17	Washington, Md.	6	12	Morris, N. J.	23	8
Wapello, Iowa	9	24	Nassau, N. Y.	41	17	Genesee, N. Y.	13	12			
King, Wash.	104	24	Montcalm, Mich.	5	17	Franklin, Mass.	18	11	McHenry, Ill.	16	8
Waukesha, Wis.	41	24	Saginaw, Mich.	34	17	Lenawee, Mich.	29	11	Floyd, Iowa	3	7
Bronx, N. Y.	78	23	Adams, Ill.	13	16	Dearborn, Ind.	4	11	Barry, Mich.	3	7
Dallas, Texas	82	23	Hamilton, Tenn.	23	16	Manitowal, Wis.	12	10	Tioga, Penn.	2	7
New London, Conn.	18	23	Cumberland, Me.	11	16	Lackawanna, Penn.	18	10	Ontario, N. Y.	12	7
Mercer, Penn.	18	22	Fond Du Lac, Wis.	10	15	Northampton, Penn.	9	10	Kankakee, Ill.	7	7
						Jefferson, Wis.	13	10	Crawford, Ohio	12	7
Polk, Iowa	28	22	Schenectady, N. Y.	8	15	Lehigh, Penn.	29	10	Ottawa, Mich.	18	7
Berrien, Mich.	32	20	Chester, Penn.	20	15				Miami, Ohio	16	7
Norfolk, Mass.	48	20	Fairfield, Ohio	8	15	Erie, Ohio	14	10	Saint Clair, Ill.	19	6
Marion, Ohio	13	20	Genesee, Mich.	26	15	Camden, N. J.	36	10			
Chautauqua, N. Y.	32	20	New Castle, Del.	20	15	Tarrant, Texas	34	10	Orange, N. Y.	13	6
Herkimer, N. Y.	12	20	Niagara, N. Y.	33	14	Lake, Ohio	22	9	Vermilion, Ill.	11	6
Bergen, N. J.	99	20	Kalamazoo, Mich.	39	14	Shelby, Tenn.	16	9	Saint Louis, Minn.	10	6
Denver, Colo.	68	20	Lake, Ind.	29	14	Ozaukee, Wis.	17	9	Rensselaer, N. Y.	9	6
Fulton, Ga.	35	19	Knox, Ohio	4	14	Whiteside, Ill.	11	9	Brown, Wis.	18	6
ngham, Mich.	35	19	Seneca, Ohio	13	14	Marathon, Wis.	3	9	Steuben, N. Y.	9	6
						Jackson, Mich.	57	9	Plymouth, Mass.	28	6
Litchfield, Conn.	25	19	Henry, Ill.	5	13	Delaware, Ind.	32	9	Clinton, Iowa	4	6
Fulton, Ill.	2	19	Elkhart, Ind.	39	13				Dauphin, Penn.	11	6
Richland, Ohio	18	19	St. Louis (County), Mo.	27	12	Madison, Ind.	17	9	Sedgwick, Kan.	45	6
Tompkins, N. Y.	8	19	Muscogee, Ga.	9	12	Macon, Ill.	11	9			
Dubuque, Iowa	6	18	Oneida, N. Y.	31	12	Winnebago, Wis.	20	8	Total Above Counties	14,833	10,041
Windsor, Vt.	6	18	Oswego, N. Y.	13	12	Berkshire, Mass.	9	8			
Trumbull, Ohio	20	18	Hillsborough, N. H.	23	12	Shelby, Ohio	11	8	% of U. S. A. Total	82.8	90.0
Allen, Ohio	12	18	Kenosha, Wis.	22	12	Bartholemew, Ind.	10	8			
Mahoning, Ohio	21	17	Luzerne, Penn.	24	12	Rockland, N. Y.	12	8			

Transportation Equipment, Leading Counties

SM Estimates for 200 counties with 98% of 1951 "Value Added"

Wayne, Mich.	177	1,980	Orleans, La.	25	72	Chemung, N. Y.	4	32	Duval, Fla.	9	17
Los Angeles, Cal.	355	760	Kenosha, Wis.	2	69	Wyandotte, Kan.	3	30	Ionia, Mich.	4	16
Genessee, Mich.	14	465	Kent, Mich.	16	69	Ottawa, Mich.	9	26	Queens, N. Y.	26	16
Cook, Ill.	148	367	Allen, Ind.	6	69				Washington, Md.	1	16
Cuyahoga, Ohio	67	345	Middlesex, Mass.	21	65	Vanderburgh, Ind.	3	26	Jefferson, Texas	7	15
Oakland, Mich.	32	265	Union, N. J.	8	64	Monroe, Mich.	5	26	Gratiot, Mich.	5	15
St. Joseph, Ind.	9	214	Lake, Ind.	10	60	Middlesex, N. J.	5	26	Shelby, Tenn.	5	15
St. Louis City, Mo.	22	211				Lenawee, Mich.	5	25	Steuben, N. Y.	2	15
Erie, N. Y.	41	180	Essex, N. J.	29	56	Richland, Ohio	4	25	New London, Conn.	8	15
Delaware, Penn.	8	164	Delaware, Ind.	3	54	Westmoreland, Penn.	3	24			
			Lehigh, Penn.	2	54	Fayette, Ind.	2	24	Columbia, Penn.	1	15
Ingham, Mich.	10	160	Hamilton, Ohio	17	54	St. Clair, Mich.	6	24	Pierce, Wash.	21	15
Hartford, Conn.	18	150	San Francisco, Cal.	32	54	Multnomah, Ore.	26	24	La Porte, Ind.	3	15
Kings, N. Y.	72	142	Jackson, Mo.	22	52	Jefferson, Ky.	9	23	Northampton, Penn.	2	14
Baltimore City, Md.	25	142	Sedgwick, Kan.	15	50				Spokane, Wash.	12	14
Baltimore (County), Md.	7	135	Suffolk, N. Y.	29	49	Trumbull, Ohio	7	23	Orange, Texas	4	14
Lucas, Ohio	16	135	Onondaga, N. Y.	12	47	Miami, Ohio	8	22	Mahoning, Ohio	8	14
Allegheny, Penn.	17	129	Norfolk, Va.	22	45	Butler, Ohio	3	22	Greene, Mo.	5	14
King, Wash.	56	127	Montgomery, Penn.	7	45	Madison, Ind.	3	22	Schenectady, N. Y.	3	14
Alameda, Cal.	41	122				Calhoun, Mich.	7	22	St. Louis (County), Mo.	10	13
Milwaukee, Wis.	32	122	Niagara, N. Y.	4	45	Hampden, Mass.	5	22			
			Philadelphia, Penn.	35	45	Kalamazoo, Mich.	11	21	Snohomish, Wash.	8	13
Washtenaw, Mich.	11	120	Rock, Wis.	7	43	Suffolk, Mass.	15	20	Howard, Ind.	6	13
Marion, Ind.	24	101	Nassau, N. Y.	22	42	Manhattan, N. Y.	46	20	Jefferson, Mo.	1	13
Tarrant, Texas	14	101	Camden, N. J.	9	42	Butler, Penn.	2	20	La Crosse, Wis.	4	13
Bergen, N. J.	8	98	Franklin, Ohio	15	35				Herkimer, N. Y.	2	13
Saginaw, Mich.	18	97	Bay, Mich.	7	35	Fulton, Ga.	12	20	Clark, Ind.	2	12
Fairfield, Conn.	25	95	Monroe, N. Y.	8	35	Cabell, W. Va.	4	19	New Haven, Conn.	19	12
San Diego, Cal.	29	93	Berrien, Mich.	12	35	Contra Costa, Cal.	6	19	Dane, Wis.	8	12
Warwick, Va.	6	93				Davidson, Tenn.	5	19	Madison, Ill.	2	12
Hudson, N. J.	31	90	Westchester, N. Y.	13	34	Allen, Ohio	4	18	Northumberland, Penn.	1	12
Macomb, Mich.	22	85	Galveston, Texas	8	34	Worcester, Mass.	8	18			
			Dallas, Texas	15	34	Winnebago, Wis.	4	18	Cambria, Penn.	2	12
Montgomery, Ohio	21	84	Elkhart, Ind.	31	33	Berks, Penn.	8	18	Jefferson, Ala.	6	12
Jackson, Mich.	18	82	Jackson, Miss.	3	33	Winnebago, Ill.	5	18	Henry, Ind.	2	11
Mobile, Ala.	10	72	Lorain, Ohio	5	33	Ramsey, Minn.	11	18	Jackson, Ind.	2	11
			Norfolk, Mass.	4	32	Mercer, Penn.	1	17			



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Transportation Equipment, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 98% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (in millions)
Broome, N. Y.	2	11	Clark, Ohio	5	9	Warren, Miss.	1	6	Manitowoc, Wis.	2	5
Middlesex, Conn.	7	11	St. Joseph, Mich.	5	9	Perry, Ind.	1	6	Johnson, Ind.	3	5
Hillsborough, Fla.	7	11	Wayne, Ill.	1	9	Polk, Iowa	8	6	Lake, Ill.	2	5
Waupaca, Wis.	4	11	Mercer, N. J.	4	9	Clinton, Penn.	1	6			
Hillsdale, Mich.	4	11	Kane, Ill.	9	9	Ulster, N. Y.	7	6	Jefferson, N. Y.	2	5
Cortland, N. Y.	2	11	Chatham, Ga.	5	9	Jefferson, Ill.	2	6	York, Penn.	4	4
			Jay, Ind.	1	8	Cass, Ind.	3	6	Will, Ill.	4	4
Washington, Wis.	5	11	Wexford, Mich.	3	8	Marion, Ohio	4	6	Anne Arundel, Md.	13	4
Douglas, Neb.	7	10	Muskegon, Mich.	8	8	Bronx, N. Y.	20	6	Denver, Colo.	9	4
Crawford, Ohio	4	10				Sagadahoc, Me.	3	6	Montgomery, Ala.	2	4
Passaic, N. J.	9	10	New Castle, Del.	7	8	Randolph, Ind.	1	5	Grant, Ind.	3	4
San Joaquin, Cal.	6	10	Fayette, Penn.	1	8				Adams, Ill.	2	4
Chautauqua, N. Y.	4	10	Morgan, Ala.	1	8	La Salle, Ill.	3	5	Clinton, Ind.	1	4
St. Charles, Mo.	1	9	Rock Island, Ill.	4	7	Lycoming, Penn.	1	5	Macon, Ill.	2	4
Albany, N. Y.	5	9	Essex, Mass.	32	7	Madison, N. Y.	1	5			
Floyd, Ind.	1	9	Wayne, Ind.	5	7	Hamilton, Tenn.	5	5	Total Above Counties	2,675	10,820
Harris, Texas	17	9	Monmouth, N. J.	13	7	Whatcom, Wash.	5	5			
			Dade, Fla.	21	7	Branch, Mich.	3	5	% of U. S. A. Total	72.1	97.7
Oneida, N. Y.	4	9	Tippecanoe, Ind.	1	7	Ashland, Ohio	2	5			

Manufacture of Electrical Machinery, Leading Counties

SM Estimates for 200 counties with 98% of 1951 "Value Added"

Cook, Ill.	489	850	Marion, Ind.	26	66	Elk, Penn.	8	25	San Francisco, Cal.	35	13
Allegheny, Penn.	40	258	Hartford, Conn.	33	65	Richland, Ohio	6	25	Dubuque, Iowa	4	13
Cuyahoga, Ohio	101	213	Wayne, Mich.	76	64	Middlesex, N. J.	7	25	Ramsey, Minn.	23	12
Philadelphia, Penn.	71	208	Hamilton, Ohio	35	64	Baltimore (County),			Dutchess, N. Y.	7	12
Essex, N. J.	149	184	Kings, N. Y.	134	63	Md.	3	23	Grant, Ind.	5	12
Hudson, N. J.	55	174	Monroe, N. Y.	21	61	Hampden, Mass.	15	22			
Milwaukee, Wis.	65	156	Niagara, N. Y.	10	48	Ashtabula, Ohio	6	21	Allen, Ohio	4	12
Essex, Mass.	26	135	Erie, N. Y.	16	48				Marion, W. Va.	2	12
Fairfield, Conn.	51	131				Kane, Ill.	18	20	Lancaster, Penn.	3	12
St. Louis City, Mo.	57	117	Queens, N. Y.	93	47	Howard, Ind.	5	20	La Salle, Ill.	3	12
			Nassau, N. Y.	23	47	Forsyth, N. C.	3	19	Racine, Wis.	11	12
Manhattan, N. Y.	267	112	Bristol, Mass.	10	38	Rock, Wis.	6	18	Franklin, Ohio	12	11
Schenectady, N. Y.	6	104	New Haven, Conn.	28	38	Seneca, Ohio	8	18	Allegany, N. Y.	2	11
Los Angeles, Cal.	285	99	Providence, R. I.	24	36	Oneida, N. Y.	5	18	Marshall, Ind.	4	11
Montgomery, Ohio	19	89	Mercer, N. J.	15	35	Bartholomew, Ind.	4	16	Berks, Penn.	5	10
Lucas, Ohio	17	89	Passaic, N. J.	19	33	Huntington, Ind.	4	16	St. Lawrence, N. Y.	2	10
Allen, Ind.	12	88	Trumbull, Ohio	9	31	Lycoming, Penn.	6	14			
Camden, N. J.	11	86	Baltimore City, Md.	15	31	De Kalb, Ill.	6	14	Stephenson, Ill.	4	10
Berkshire, Mass.	5	80	Westchester, N. Y.	47	30				Buchanan, Mo.	3	10
Hennepin, Minn.	41	79				Lehigh, Penn.	9	13	Morris, N. J.	16	10
Onondaga, N. Y.	9	78	Suffolk, Mass.	42	30	Beaver, Penn.	3	13	Dallas, Texas	25	10
			Litchfield, Conn.	17	29	Woodbury, Iowa	3	13	Muskingum, Ohio	3	10
Middlesex, Mass.	51	70	Union, N. J.	27	28	Westmoreland, Penn.	7	13	Mahoning, Ohio	5	10
Erie, Penn.	15	67	Alameda, Cal.	35	27	Kenosha, Wis.	3	13	Alamance, N. C.	1	10

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San Diego Chamber of Commerce



How LIFE reaches the biggest market in the world

THE AUDIENCE FIGURES on the next seven pages show in detail how LIFE reaches the 696 local markets—with a single issue and with 13 issues. A market is defined as a county or group of counties containing a city of more than 10,000 population (listed by the largest city or cities).

The figures are from *A Study of the Accumulative Audience of* LIFE, by Alfred Politz Research, Inc. This study measures the number of people over age 10 who read a single issue of LIFE (23,950,000) and reveals how this audience accumulates—as occasional readers are added to regular readers—to a total of 62,600,000 different people, in thirteen issues. LIFE reaches a majority of Americans wherever they live.

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Across the nation, only LIFE

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
ALABAMA	**10.2%**	**220,810**	**35.4%**	**768,380**
Market				
Anniston	10.4	5,920	37.1	21,150
Auburn-Opelika	14.4	4,580	43.5	13,820
Birmingham	11.9	49,710	37.7	157,010
Dothan	9.8	3,240	36.1	12,000
Decatur	9.6	3,610	33.7	12,730
Florence	9.1	3,490	32.0	12,210
Gadsden	9.4	6,340	36.5	24,530
Huntsville	8.8	4,500	33.3	17,100
Mobile	12.4	21,110	43.5	74,160
Montgomery	16.2	16,740	47.6	49,110
Selma	11.3	4,490	38.9	15,390
Sheffield	9.9	2,780	35.3	9,890
Talladega	9.1	4,010	35.5	15,650
Tuscaloosa	12.6	8,640	40.6	27,950
ARIZONA	**20.9%**	**115,160**	**59.6%**	**329,130**
Market				
Phoenix	20.7	51,380	58.3	144,840
Tucson	26.6	28,680	72.7	78,490
ARKANSAS	**10.0%**	**136,820**	**35.0%**	**478,620**
Market				
Blytheville	6.7	3,820	28.7	16,450
Camden	10.0	2,380	36.7	8,690
El Dorado	11.9	4,360	41.6	15,180
Fayetteville	15.0	5,550	45.6	16,870
Fort Smith	16.9	8,000	47.7	22,590
Helena	7.1	2,410	29.1	9,840
Hot Springs	14.1	5,020	48.9	17,450
Jonesboro	8.2	2,920	31.0	11,100
Little Rock	15.1	22,450	44.1	65,470
Pine Bluff	9.6	5,320	34.9	19,350
CALIFORNIA	**23.6%**	**2,020,780**	**58.1%**	**4,972,690**
Market				
Bakersfield	16.7	29,010	48.6	84,580
Brawley-El Centro	15.3	7,050	48.8	22,430
Chico	19.2	9,810	52.9	27,010
Eureka	19.5	10,690	53.2	29,200
Fresno	21.4	46,130	51.3	110,770
Los Angeles	24.2	862,180	57.9	2,065,560
Madera	15.6	4,330	42.5	11,770
Merced	16.5	8,840	47.2	25,320
Modesto	19.5	19,590	49.6	49,750
Monterey-Salinas	22.5	23,330	60.5	62,640
Napa	19.5	7,610	50.5	19,680
Oxnard-Ventura	18.9	16,690	50.9	44,930
Redding	17.8	5,000	54.3	15,260
Riverside	21.3	28,250	58.2	77,350
Sacramento	23.7	53,520	58.8	132,780
San Bernardino	18.1	40,140	48.1	106,580
San Diego	25.9	112,800	63.1	274,770
San Francisco-Oakland	26.0	478,280	63.5	1,168,020
San Jose	27.3	64,760	64.8	153,790
San Luis Obispo	25.4	10,040	64.6	25,590
Santa Barbara	30.5	23,890	71.2	55,750
Santa Cruz-Watsonville	26.0	14,150	63.2	34,400
Santa Rosa-Petaluma	21.5	18,280	53.3	45,340
Stockton	21.0	34,270	52.2	85,200
Tulare-Visalia	16.8	19,000	45.5	51,280

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
COLORADO	**21.0%**	**214,780**	**53.3%**	**546,080**
Market				
Boulder	26.5	10,100	62.5	23,820
Colorado Springs	25.4	15,190	61.5	36,720
Denver	23.4	105,090	57.8	260,220
Fort Collins	22.1	7,490	53.8	18,250
Grand Junction	18.2	5,440	47.8	14,300
Greeley	18.2	9,090	47.1	23,480
Pueblo	15.7	11,200	45.1	32,180
Trinidad	13.2	2,500	40.4	7,680
CONNECTICUT	**34.3%**	**577,760**	**79.0%**	**1,331,540**
Market				
Bridgeport	35.7	151,550	79.3	336,840
Hartford-New Britain	37.2	168,690	85.0	385,500
Middletown	34.4	19,660	79.1	45,150
New Haven-Waterbury	32.3	148,440	76.5	351,130
New London	29.0	34,600	74.0	88,470
Torrington	34.7	28,590	74.6	61,500
Willimantic-Windham	31.3	16,020	80.6	41,260
DELAWARE	**23.5%**	**57,320**	**61.3%**	**149,510**
Market				
Wilmington	25.4	52,440	65.0	134,120
DIST. OF COLUMBIA	**28.6%**	**179,320**	**73.8%**	**461,860**
Market				
Washington	26.9	302,630	65.7	737,710
FLORIDA	**17.8%**	**368,410**	**53.9%**	**1,117,640**
Market				
Daytona Beach	20.7	11,910	59.5	34,190
Fort Lauderdale	27.2	17,320	80.3	51,170
Fort Myers	24.8	4,360	76.0	13,370
Fort Pierce	8.4	1,260	26.9	4,040
Gainesville	18.9	7,960	51.8	21,880
Jacksonville	15.1	34,150	46.9	106,210
Key West	21.7	4,150	68.8	13,140
Lakeland	16.4	15,040	47.4	43,490
Miami	21.7	83,880	65.3	252,340
Ocala	12.0	3,400	38.6	10,920
Orlando	20.3	18,020	55.5	49,180
Panama City	15.8	4,780	51.2	15,460
Pensacola	15.1	12,410	50.0	41,000
St. Augustine	18.5	3,470	54.1	10,180
Sanford	12.1	2,380	39.8	7,840
Sarasota-Bradenton	27.6	13,310	79.8	38,450
Tallahassee	15.6	5,870	48.9	18,380
Tampa-St. Petersburg	17.6	55,910	52.3	166,470
West Palm Beach	24.7	21,910	72.9	64,640
GEORGIA	**11.4%**	**282,280**	**37.7%**	**932,150**
Market				
Albany	10.1	3,300	36.4	11,870
Americus	9.3	1,610	32.8	5,710
Athens	16.7	4,550	48.3	13,180
Atlanta	17.2	89,560	47.9	249,740
Augusta	13.1	15,720	43.7	52,340

has this local impact!

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Brunswick	18.2	3,960	55.9	12,140
Columbus	11.1	13,960	39.1	49,130
Dalton	10.4	2,540	33.7	8,230
Dublin	7.9	1,840	30.8	7,140
Gainesville	8.1	2,310	31.0	8,860
Griffin	10.6	2,410	34.6	7,850
LaGrange	9.3	3,340	33.0	11,850
Macon	12.9	12,910	41.8	41,930
Moultrie	8.9	2,130	33.3	7,960
Rome	12.0	5,450	40.0	18,200
Savannah	12.9	14,700	42.5	48,300
Thomasville	11.7	2,880	36.9	9,080
Valdosta	15.4	3,920	43.1	10,960
Waycross	10.4	2,270	39.8	8,720
IDAHO	**18.9%**	**83,720**	**50.5%**	**223,520**
Market				
Boise	24.9	13,850	62.0	34,460
Coeur d'Alene	16.2	3,180	44.7	8,760
Idaho Falls	16.4	3,550	50.2	10,840
Lewiston	18.1	3,240	50.3	9,010
Moscow	25.9	4,220	61.0	9,950
Nampa-Caldwell	17.7	7,220	47.3	19,330
Pocatello	22.5	6,870	63.0	19,270
Twin Falls	22.2	6,890	54.2	16,850
ILLINOIS	**18.3%**	**1,289,360**	**49.8%**	**3,505,240**
Market				
Bloomington	26.2	16,050	59.7	36,580
Cairo	12.8	1,990	38.3	5,980
Canton	17.9	6,180	46.6	16,090
Carbondale	11.1	3,310	35.7	10,650
Centralia	11.4	5,730	35.9	17,970
Champaign-Urbana	30.2	25,760	71.3	60,880
Chicago	19.0	848,150	52.4	2,344,080
Danville	19.1	13,160	48.9	33,770
Decatur	19.8	15,890	49.1	39,440
DeKalb	20.7	6,820	51.4	16,920
Dixon	18.9	5,530	46.6	13,620
Freeport	21.5	7,180	51.5	17,200
Galesburg	22.8	9,990	52.9	23,180
Harrisburg	10.0	2,600	34.8	9,060
Jacksonville	21.5	6,200	51.4	14,790
Kankakee	13.0	7,800	39.6	23,750
Kewanee	14.2	5,320	38.2	14,280
Lincoln	15.8	3,940	43.3	10,780
Macomb	20.9	4,710	49.0	11,030
Marion	9.8	3,720	34.2	12,980
Mattoon	16.7	5,440	45.8	14,870
Monmouth	23.0	4,050	51.4	9,040
Mount Vernon	10.7	3,010	36.2	10,160
Ottawa-LaSalle-Streator	15.9	17,560	44.3	49,000
Peoria	19.5	38,920	49.7	99,130
Quincy	19.8	10,390	47.1	24,730
Rockford	23.3	28,680	59.2	72,850
Springfield	21.1	22,320	56.4	59,700
Sterling	19.1	7,370	47.8	18,460
West Frankfort	9.5	3,640	32.9	12,560
INDIANA	**18.7%**	**582,910**	**50.5%**	**1,572,890**
Market				
Anderson	16.2	13,350	48.2	39,680
Bedford	10.9	2,900	38.4	10,210
Bloomington	22.7	8,680	58.5	22,340

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Columbus	14.9	4,570	41.3	12,680
Connersville	21.9	4,010	61.6	11,270
Crawfordsville	26.4	6,150	57.6	13,410
Elkhart	23.1	15,460	56.8	37,930
Evansville	23.4	26,920	54.4	68,870
Fort Wayne	22.6	33,240	57.9	85,040
Frankfort	19.3	4,510	47.4	11,100
Huntington	20.3	5,070	50.0	12,510
Indianapolis	22.5	100,230	58.3	259,030
Kokomo	17.0	7,240	48.6	20,640
Lafayette	30.2	17,790	67.7	39,890
Logansport	21.4	6,110	55.8	15,910
Marion	18.6	9,120	52.8	25,870
Michigan City	19.0	11,770	52.4	32,360
Muncie	21.1	14,930	55.7	39,390
New Castle	16.3	5,820	46.7	16,630
Peru	21.5	4,870	53.1	12,010
Richmond	23.8	13,060	59.4	32,570
Shelbyville	14.1	3,170	39.2	8,810
South Bend	28.9	47,210	72.7	118,930
Terre Haute	17.1	14,670	50.8	43,520
Valparaiso	16.8	5,230	46.1	14,350
Vincennes	16.1	5,440	45.9	15,500
Wabash	19.7	4,560	48.8	11,280
Washington	10.1	2,100	33.9	7,010
IOWA	**14.6%**	**300,170**	**39.9%**	**821,550**
Market				
Ames	24.4	8,510	54.2	18,910
Boone	13.0	2,920	36.2	8,120
Burlington	18.8	6,450	47.1	16,170
Cedar Rapids	20.2	16,930	49.1	41,090
Charles City	16.3	2,750	42.4	7,170
Clinton	16.9	6,640	42.9	16,910
Davenport, Ia.-Rock Island-Moline, Ill.	18.6	34,850	50.0	93,780
Des Moines	14.5	26,170	40.1	72,490
Dubuque	16.0	8,960	44.1	24,650
Fort Dodge	14.5	5,020	41.3	14,340
Iowa City	26.1	9,520	62.9	22,960
Keokuk-Fort Madison	16.0	5,520	43.0	14,880
Marshalltown	15.4	4,340	41.0	11,570
Mason City	16.3	5,820	44.0	15,680
Muscatine	15.9	4,160	41.3	10,790
Newton	10.7	2,770	34.0	8,800
Oskaloosa	11.0	2,150	35.8	6,980
Ottumwa	11.8	4,340	38.7	14,200
Sioux City	22.6	18,690	54.8	45,350
Waterloo	19.3	15,230	50.3	39,710
KANSAS	**21.8%**	**327,660**	**50.4%**	**756,880**
Market				
Arkansas City-Winfield	21.1	6,240	48.3	14,290
Atchison	20.7	3,490	48.5	8,190

A market is defined as a county or group of counties containing a city of more than 10,000 population (listed by the largest city or cities).

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Across the nation, only LIFE

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Chanute	18.3	2,960	44.4	7,200
Coffeyville-Independence	19.2	7,070	50.0	18,440
Dodge City	29.6	4,500	65.8	10,000
El Dorado	20.2	4,920	48.1	11,690
Emporia	23.0	4,870	48.5	10,290
Garden City	21.9	2,500	53.8	6,130
Great Bend	27.5	6,330	62.8	14,450
Hutchinson	27.3	11,570	55.3	23,450
Junction City	29.7	4,510	76.0	11,550
Lawrence	30.8	8,560	66.2	18,410
Leavenworth	25.0	8,640	57.3	19,760
Manhattan	26.2	6,720	60.1	15,380
Newton	24.0	4,100	55.7	9,520
Ottawa	15.3	2,470	40.2	6,470
Parsons	15.4	3,630	39.5	9,280
Pittsburg	15.6	5,110	41.3	13,520
Salina	26.0	6,910	64.7	17,220
Topeka	29.7	25,230	63.6	53,960
Wichita	27.3	48,050	58.1	102,410
KENTUCKY	**10.2%**	**214,440**	**34.4%**	**726,230**
Market				
Bowling Green	10.4	3,210	35.5	10,990
Frankfort	14.2	2,820	40.1	7,970
Henderson	12.4	2,810	38.2	8,680
Hopkinsville	10.3	3,320	33.9	10,910
Lexington	18.5	14,230	49.2	37,960
Louisville	12.7	56,390	38.3	169,990
Madisonville	7.8	2,230	29.5	8,400
Middlesborough	6.3	2,010	29.8	9,570
Owensboro	12.8	5,430	39.9	16,940
Paducah	10.1	3,750	36.3	13,550
Richmond	12.1	2,760	36.8	8,400
LOUISIANA	**11.6%**	**225,590**	**39.6%**	**767,770**
Market				
Alexandria	11.5	7,630	41.0	27,210
Bastrop	9.1	2,100	33.2	7,640
Baton Rouge	17.4	20,510	51.8	61,080
Bogalusa	8.6	2,330	32.9	8,880
Bossier City	9.0	2,400	36.1	9,670
Crowley	10.6	3,410	37.2	12,030
Houma	9.2	2,710	34.9	10,340
Lafayette	13.3	5,410	43.4	17,640
Lake Charles	16.1	10,420	53.3	34,550
Monroe	11.0	6,140	41.3	22,980
New Iberia	13.7	3,920	42.8	12,230
New Orleans	13.7	71,890	43.5	229,030
Opelousas	8.5	4,440	34.3	17,930
Ruston	11.6	2,130	38.0	6,950
Shreveport	14.6	19,240	45.4	60,060
MAINE	**24.7%**	**181,630**	**64.6%**	**475,020**
Market				
Augusta-Waterville	23.6	16,170	62.4	42,710
Bangor	26.8	22,990	69.5	59,710
Bath	25.8	4,360	67.0	11,320
Biddeford-Sanford	25.0	18,950	67.2	50,860
Lewiston	25.1	17,080	68.8	46,780
Portland	27.9	39,000	70.9	98,990
MARYLAND	**18.6%**	**330,980**	**49.3%**	**876,320**
Market				
Baltimore	18.4	189,020	49.6	508,940
Cambridge	16.3	3,480	46.3	9,910

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Cumberland	17.6	11,850	52.2	35,070
Frederick	19.4	9,110	52.2	24,500
Hagerstown	23.2	13,740	58.8	34,860
Salisbury	17.5	5,340	50.2	15,320
MASSACHUSETTS	**30.7%**	**1,202,660**	**74.2%**	**2,907,350**
Market				
Barnstable	35.6	13,720	83.7	32,230
Boston	30.9	741,730	74.6	1,790,180
Brockton	30.9	49,280	68.8	109,920
Fall River-New Bedford	23.9	76,620	63.1	201,970
Greenfield	33.2	14,660	77.1	34,020
Pittsfield	33.6	36,640	80.6	87,990
Springfield-Holyoke	34.2	131,770	80.7	311,110
Worcester	30.1	137,040	73.8	336,220
MICHIGAN	**21.7%**	**1,077,600**	**55.1%**	**2,738,830**
Market				
Adrian	21.0	11,250	51.6	27,610
Alpena	15.3	2,560	47.0	7,850
Ann Arbor	36.5	39,490	81.0	87,680
Battle Creek	24.1	22,990	60.2	57,390
Bay City	18.1	12,340	49.9	34,000
Benton Harbor-Niles	20.5	18,730	54.7	49,880
Cadillac	16.3	2,320	48.1	6,830
Detroit	21.7	512,730	55.2	1,304,850
Escanaba	18.1	4,540	49.8	12,500
Flint	18.7	38,670	51.9	107,480
Grand Rapids	32.3	73,340	71.5	162,240
Holland	25.1	14,330	61.0	34,840
Ironwood	17.4	3,730	50.0	10,710
Jackson	24.5	21,130	60.1	51,870
Kalamazoo	29.9	29,900	68.7	68,740
Lansing	29.8	40,310	67.1	90,890
Marquette	19.2	7,180	53.5	19,970
Menominee	17.0	3,300	45.4	8,800
Midland	23.7	6,130	57.2	14,820
Monroe	16.5	9,530	45.1	25,960
Mount Pleasant	17.4	3,820	48.6	10,700
Muskegon	22.1	20,570	59.4	55,290
Owosso	17.8	6,330	49.4	17,540
Port Huron	17.5	12,440	47.6	33,880
Saginaw	19.5	22,990	51.5	60,760
Sault Ste. Marie	18.5	4,020	54.7	11,860
Traverse City	20.9	4,660	56.5	12,590
MINNESOTA	**16.5%**	**386,230**	**44.5%**	**1,039,660**
Market				
Albert Lea	17.9	4,790	44.2	11,850
Austin	17.0	5,470	45.5	14,600
Brainerd	12.2	2,880	38.2	9,010
Duluth, Minn.-Superior, Wis.	19.8	40,230	51.0	103,720
Faribault	16.3	4,690	42.6	12,220
Fergus Falls	11.2	4,440	34.9	13,770
Mankato	19.8	6,000	49.1	14,870
Minneapolis-St. Paul	19.8	178,170	50.7	456,220
Moorhead	13.6	3,190	40.9	9,570
Owatonna	16.6	2,760	41.6	6,900
Red Wing	16.2	4,140	41.3	10,580
Rochester	27.9	10,600	66.4	25,220
St. Cloud	11.6	8,420	36.2	26,220
Winona	18.2	5,690	46.0	14,400

has this local impact!

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
MISSISSIPPI	**8.9%**	**136,910**	**33.8%**	**520,280**
Market				
Biloxi-Gulfport	16.0	10,030	50.0	31,380
Clarksdale	8.4	3,000	31.3	11,250
Columbus	9.4	2,530	34.4	9,250
Greenville	8.3	4,280	32.6	16,880
Greenwood	8.1	3,010	32.8	12,230
Hattiesburg	11.4	3,810	41.0	13,640
Jackson	14.2	15,080	44.8	47,440
Laurel	10.0	4,060	37.6	15,350
McComb	9.2	2,300	35.1	8,820
Meridian	10.3	4,900	39.2	18,650
Natchez	10.6	2,540	40.9	9,810
Pascagoula	11.1	2,500	39.8	8,960
Tupelo	9.5	2,590	33.6	9,200
Vicksburg	11.8	3,500	41.5	12,320
MISSOURI	**14.3%**	**447,430**	**40.4%**	**1,267,200**
Market				
Cape Girardeau	12.4	3,740	37.1	11,170
Columbia	24.8	9,640	56.4	21,900
Fulton	11.7	2,210	35.8	6,760
Hannibal	12.3	3,820	35.7	11,110
Jefferson City	17.2	4,930	45.0	12,920
Joplin	16.9	14,320	46.6	39,350
Kansas City	18.6	122,780	48.3	318,540
Kirksville	14.3	2,230	41.2	6,430
Mexico	12.8	2,450	37.3	7,120
Moberly	11.9	2,240	34.6	6,510
Poplar Bluff	7.0	1,940	31.4	8,670
St. Joseph	16.1	12,280	46.1	35,300
St. Louis	14.5	197,170	40.9	557,480
Sedalia	12.0	3,030	35.6	9,010
Sikeston	8.5	4,500	31.1	16,470
Springfield	16.1	13,530	43.2	36,240
MONTANA	**23.4%**	**107,100**	**59.8%**	**273,310**
Market				
Anaconda	17.5	2,310	53.9	7,110
Billings	26.1	11,280	65.9	28,480
Bozeman	29.1	4,980	70.8	12,100
Butte	21.1	8,160	63.5	24,500
Great Falls	26.0	10,800	67.6	28,060
Helena	29.6	5,740	73.6	14,280
Missoula	31.2	8,670	77.2	21,450
NEBRASKA	**20.6%**	**213,660**	**49.5%**	**513,510**
Market				
Beatrice	19.8	4,420	47.8	10,670
Fremont	20.3	4,230	49.6	10,310
Grand Island	22.5	5,690	56.2	14,220
Hastings	20.1	4,640	51.7	11,950
Kearny	20.6	4,100	50.2	9,990
Lincoln	32.1	31,180	69.9	67,850
Norfolk	17.5	3,380	44.5	8,590
North Platte	17.0	3,590	45.5	9,600
Omaha, Neb.-Council Bluffs, Ia.	20.3	58,880	51.1	148,260
Scottsbluff	21.3	5,380	53.4	13,510
NEVADA	**22.8%**	**28,620**	**66.0%**	**82,700**
Market				
Las Vegas	17.6	6,430	59.2	21,660
Reno	27.2	10,990	76.5	30,900

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
NEW HAMPSHIRE	**28.4%**	**124,550**	**70.4%**	**308,630**
Market				
Berlin	23.1	6,640	62.4	17,900
Claremont	27.9	5,850	69.6	14,620
Concord	31.0	16,190	71.0	37,150
Dover-Rochester	27.3	11,500	72.2	30,460
Keene	30.2	9,600	72.5	23,060
Laconia	31.7	6,970	75.0	16,490
Manchester	26.2	34,330	69.1	90,390
Portsmouth	28.5	16,410	69.0	39,760
NEW JERSEY	**25.7%**	**1,050,340**	**64.1%**	**2,615,850**
Market				
Atlantic City	20.6	23,390	58.5	66,410
Bridgeton-Millville	19.6	14,640	49.9	37,360
Long Branch-Asbury Park	23.8	45,190	61.4	116,280
Trenton	31.5	61,350	75.8	147,450
NEW MEXICO	**17.5%**	**84,640**	**53.4%**	**258,770**
Market				
Albuquerque	20.9	22,860	61.1	66,880
Carlsbad	19.0	5,540	57.7	16,860
Clovis	16.2	2,830	52.0	9,100
Hobbs	15.4	3,480	54.3	12,280
Las Cruces	17.0	4,670	50.1	13,780
Roswell	19.3	5,670	56.3	16,560
Santa Fe	22.1	5,960	63.2	17,070
NEW YORK	**28.0%**	**3,493,050**	**68.0%**	**8,490,850**
Market				
Albany-Schenectady-Troy	33.2	144,840	78.9	344,140
Amsterdam	32.8	16,720	76.0	38,740
Auburn	29.4	17,340	61.8	36,410
Batavia	34.3	13,530	70.1	27,610
Binghamton	27.5	42,120	64.5	98,630
Buffalo-Niagara Falls	24.7	223,860	59.5	539,330
Caledonia	31.7	10,600	65.7	21,960
Corning-Hornell	28.5	21,370	64.4	48,330
Cortland	28.6	8,680	61.7	18,760
Elmira	31.0	22,510	71.6	51,990
Geneva	37.5	18,770	80.2	40,080
Glens Falls	25.8	8,410	63.4	20,660
Gloversville-Johnstown	32.9	14,210	70.3	30,370
Hudson	25.7	9,410	62.2	22,760
Ithaca	43.7	21,600	89.5	44,220
Jamestown	29.8	33,490	67.4	75,630
Kingston	22.3	17,500	55.5	43,490
Newark	31.4	14,970	63.7	30,340
Newburgh	25.2	32,180	62.3	79,620
New York-N. E. New Jersey	27.2	2,973,030	68.2	7,449,840
Ogdensburg-Massena	21.4	16,870	53.4	42,000
Olean	28.2	17,960	62.7	39,860
Oneida	29.8	11,430	63.5	24,310

A market is defined as a county or group of counties containing a city of more than 10,000 population (listed by the largest city or cities).

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	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Oneonta	30.5	12,970	66.2	28,120
Oswego-Fulton	25.8	16,340	59.4	37,630
Plattsburg	21.9	9,390	57.8	24,760
Poughkeepsie	28.1	32,830	66.0	77,060
Rochester	38.7	159,800	79.0	326,690
Saratoga Springs	24.2	15,230	60.5	38,080
Syracuse	33.3	95,680	72.6	208,250
Utica-Rome	28.4	67,850	69.8	167,000
Watertown	31.6	22,250	67.9	47,780
NORTH CAROLINA	**13.9%**	**398,560**	**42.3%**	**1,213,320**
Market				
Albemarle	16.3	4,360	46.8	12,540
Asheville	17.8	16,260	49.8	45,420
Burlington	17.8	9,180	51.5	26,570
Charlotte	21.0	30,900	54.4	79,860
Concord	17.7	8,140	49.2	22,690
Durham	16.2	12,320	47.7	36,200
Elizabeth City	15.1	2,670	48.6	8,600
Fayetteville	16.7	9,970	51.2	30,530
Gastonia	14.0	10,980	47.0	36,770
Goldsboro	11.3	5,190	37.4	17,190
Greensboro-High Point	18.2	25,820	51.0	72,340
Greenville	12.1	5,330	36.9	16,320
Henderson	12.5	2,830	38.1	8,640
Hickory	17.2	7,560	48.1	21,120
Kinston	12.7	4,180	39.6	13,040
Lexington-Thomasville	11.9	5,360	37.5	16,860
Monroe	11.0	3,210	36.7	10,740
New Bern	19.3	6,750	54.2	18,900
Raleigh	19.1	19,310	51.1	51,760
Reidsville	13.0	6,040	42.1	19,480
Rocky Mount	11.7	9,080	37.0	28,840
Salisbury	14.3	7,810	41.9	22,860
Sanford	14.6	2,460	42.8	7,240
Shelby	13.6	6,090	40.8	18,300
Statesville	14.6	5,900	43.1	17,350
Wilmington	16.6	7,920	52.3	24,930
Wilson	11.9	4,500	37.2	14,050
Winston-Salem	17.5	18,890	46.0	49,580
NORTH DAKOTA	**18.4%**	**86,060**	**46.9%**	**219,590**
Market				
Bismarck	20.8	4,030	54.4	10,550
Fargo	25.4	11,620	61.1	27,980
Grand Forks	21.7	6,610	55.1	16,810
Jamestown	13.9	2,590	39.2	7,330
Minot	20.9	5,550	52.5	13,920
OHIO	**24.2%**	**1,537,250**	**56.9%**	**3,609,080**
Market				
Akron	29.0	95,320	62.2	204,440
Ashland	27.3	7,120	59.5	15,540
Ashtabula-Conneaut	22.3	14,060	56.1	35,310
Athens	19.8	7,080	50.9	18,160
Bellefontaine	19.4	4,820	50.0	12,410
Bowling Green	24.0	11,210	56.9	26,580
Bucyrus	26.1	8,080	61.0	18,900
Cambridge	17.8	5,490	49.0	15,080
Canton	27.1	61,350	61.2	138,360
Chillicothe	19.1	8,010	49.5	20,740
Cincinnati	22.6	164,690	54.7	399,350
Cleveland	26.9	321,320	60.0	717,270
Columbus	28.9	118,380	64.1	262,470
Coshocton	21.3	5,250	50.6	12,440

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
Dayton	31.2	113,660	68.3	248,930
Defiance	18.0	3,650	49.0	9,950
Delaware	20.9	5,040	51.2	12,340
East Liverpool-Salem	17.6	13,780	48.3	37,700
Findlay-Tiffin-Fostoria	26.9	20,760	58.8	45,430
Fremont	26.3	9,060	59.4	20,430
Hamilton-Middletown	25.3	29,210	58.1	67,110
Kent	23.1	11,790	53.3	27,180
Lancaster	21.5	8,830	49.1	20,150
Lima	24.2	16,920	61.2	42,830
Lorain-Elyria	22.0	25,940	56.9	67,200
Mansfield	26.2	18,970	66.4	48,110
Marietta	20.8	7,150	49.6	17,050
Marion	22.4	8,830	56.3	22,220
Mount Vernon	21.6	6,060	54.6	15,350
Newark	20.7	11,780	52.4	29,760
New Philadelphia	21.8	12,060	53.8	29,800
Piqua-Troy	29.8	14,420	64.5	31,240
Portsmouth	13.3	8,370	43.7	27,470
Sandusky	32.9	13,920	70.4	29,800
Sidney	22.6	5,050	53.0	11,830
Springfield	29.0	25,730	66.3	58,910
Toledo	28.5	90,750	64.5	204,950
Van Wert	17.4	3,730	44.7	9,560
Wash. Court House	15.9	2,800	45.1	7,930
Wooster	21.4	9,840	51.7	23,730
Youngstown	18.3	77,290	49.1	207,450
Zanesville	17.9	10,490	47.8	28,020
OKLAHOMA	**14.8%**	**240,940**	**42.7%**	**694,540**
Market				
Ada	12.2	2,690	38.2	8,440
Ardmore	14.8	3,960	45.8	12,220
Bartlesville	25.5	6,280	59.3	14,590
Chickasha	13.3	3,360	40.4	10,170
Duncan	12.9	3,180	40.6	10,030
Durant	10.3	2,130	36.7	7,570
El Reno	14.3	2,730	40.3	7,700
Enid	17.3	6,970	46.9	18,840
Guthrie	14.5	2,370	40.4	6,590
Lawton	19.3	7,830	52.6	21,300
McAlester	11.6	3,480	37.2	11,170
Miami	11.8	2,780	38.8	9,110
Muskogee	13.3	6,420	41.9	20,290
Norman	22.3	7,010	58.1	18,240
Oklahoma City	17.7	43,590	47.8	117,300
Okmulgee	12.8	3,970	43.5	13,520
Ponca City	16.3	6,000	44.2	16,260
Sapulpa	11.6	3,630	37.3	11,720
Seminole	10.4	3,050	37.6	11,020
Shawnee	11.8	3,800	39.8	12,770
Stillwater	17.6	6,050	47.5	16,350
Tulsa	22.9	43,530	55.0	104,270
OREGON	**20.0%**	**244,720**	**52.3%**	**638,310**
Market				
Albany	14.1	5,920	39.5	16,630
Astoria	23.2	5,730	63.1	15,590
Bend	16.6	2,800	49.2	8,310
Corvallis	25.6	6,520	58.5	14,920
Eugene	21.6	21,440	55.5	55,120
Klamath Falls	18.9	6,190	55.1	18,030
Medford	20.6	9,680	53.3	25,060
Pendleton	18.4	6,090	49.1	16,260
Portland	21.0	121,140	54.0	311,740
Salem	18.3	18,590	48.2	48,950

has this local impact!

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
PENNSYLVANIA	**23.3%**	**2,011,390**	**56.8%**	**4,912,090**
Market				
Allentown-Bethlehem	27.8	100,840	65.2	236,550
Altoona	20.4	23,290	53.5	60,930
Berwick-Bloomsburg	22.7	9,920	55.7	24,360
Bradford	28.9	13,130	66.0	29,960
Butler	20.7	16,270	50.4	39,640
Chambersburg-Waynesboro	25.0	15,400	58.9	36,270
DuBois	16.3	11,030	43.7	29,500
Erie	27.7	49,880	68.1	122,780
Harrisburg	29.8	72,450	68.8	167,130
Indiana	17.6	10,720	44.6	27,190
Johnstown	17.3	39,970	47.9	110,590
Lancaster	28.5	54,160	63.8	121,500
Lebanon	26.6	17,530	61.9	40,830
Lewiston	21.5	7,410	57.1	19,650
Lock Haven	21.1	6,170	51.4	15,070
Meadville	22.4	14,430	56.8	36,520
Oil City	22.0	11,720	55.6	29,600
Philadelphia	24.2	743,150	59.4	1,826,020
Pittsburgh	22.0	420,590	52.1	998,130
Pottsville-Shenandoah	16.9	27,800	46.4	76,260
Reading	31.6	67,720	71.1	152,130
Scranton	15.8	33,630	45.4	96,410
Shamokin-Sunbury	20.2	19,290	51.6	49,230
State College	31.3	16,250	70.4	36,560
Uniontown-Connellsville	17.0	25,730	49.8	75,270
Warren	25.5	8,940	60.5	21,220
Wilkes-Barre-Hazleton	15.6	50,340	45.3	145,840
Williamsport	26.9	22,450	60.9	50,790
York	33.0	54,830	75.4	125,180
RHODE ISLAND	**26.2%**	**171,900**	**69.8%**	**457,460**
Market				
Newport	35.4	16,070	85.7	38,910
Providence	25.2	143,950	68.1	388,610
Westerly-Kensington	30.9	11,880	77.8	29,950
SOUTH CAROLINA	**12.6%**	**186,810**	**41.7%**	**616,130**
Market				
Anderson	12.2	7,870	41.9	26,960
Charleston	16.7	19,200	53.1	61,150
Columbia	18.1	19,350	52.1	55,750
Florence	11.3	6,150	38.7	21,040
Greenville	17.2	20,880	50.9	61,920
Greenwood	14.0	4,220	43.4	13,110
Orangeburg	10.8	5,110	37.7	17,810
Rock Hill	12.9	6,530	42.5	21,560
Spartanburg	13.9	14,710	45.6	48,380
Sumter	11.2	4,450	37.8	14,960
SOUTH DAKOTA	**18.1%**	**90,700**	**46.3%**	**231,510**
Market				
Aberdeen	18.7	4,770	47.1	12,020
Huron	17.9	2,970	48.1	7,990
Mitchell	17.7	2,280	48.6	6,270
Rapid City	19.5	5,120	54.2	14,200
Sioux Falls	25.7	14,340	59.2	33,110
Watertown	16.8	2,460	43.9	6,410
TENNESSEE	**10.7%**	**256,330**	**35.7%**	**853,370**
Market				
Bristol	15.2	16,070	46.9	49,510
Chattanooga	15.0	27,410	45.3	82,890
Cleveland	9.6	2,160	34.0	7,680
Clarksville	7.9	2,570	30.4	9,890
Columbia	9.4	2,770	32.7	9,650
Dyersburg	8.1	1,970	29.2	7,070
Elizabethton	10.4	3,060	38.9	11,390
Jackson	10.4	4,650	36.5	16,300
Johnson City	14.1	6,250	43.0	19,020
Knoxville	13.7	33,450	40.9	99,810
Memphis	10.4	38,620	35.7	132,520
Morristown	9.8	1,700	33.1	5,760
Murfreesboro	10.7	3,240	33.3	10,050
Nashville	15.6	38,310	43.9	107,490
TEXAS	**15.6%**	**885,410**	**45.9%**	**2,603,600**
Market				
Abilene	16.2	7,800	46.9	22,510
Alice	14.1	2,700	42.2	8,110
Amarillo	18.9	12,390	51.1	33,390
Austin	22.1	26,870	58.6	71,200
Beaumont-Port Arthur	18.3	26,630	52.6	76,470
Big Spring	13.7	2,650	46.2	8,910
Borger	19.5	4,350	54.6	12,170
Brownsville-Harlingen	13.2	11,340	44.0	37,730
Brownwood	14.2	3,070	42.8	9,250
Bryan	20.4	5,740	54.0	15,240
Cleburne	12.3	2,920	35.4	8,400
Corpus Christi	16.8	19,770	52.3	61,570
Corsicana	13.1	3,860	40.3	11,850
Dallas	22.6	107,170	55.1	261,650
Del Rio	13.5	1,570	43.0	4,990
Denton	15.5	4,850	43.6	13,610
El Paso	17.6	25,110	53.8	76,720
Fort Worth	14.4	40,000	43.1	119,910
Gainesville	11.6	1,890	38.5	6,270
Galveston	16.4	14,170	51.6	44,650
Greenville	13.4	4,300	41.2	13,190
Houston	21.2	129,800	61.6	376,770
Kingsville	15.6	2,430	47.2	7,370
Lamesa	11.9	1,610	37.1	5,010
Laredo	11.6	4,560	42.1	16,560
Longview	15.3	6,910	47.9	21,610
Lubbock	16.5	12,370	48.4	36,320
Lufkin	10.0	2,660	36.0	9,550
Marshall	11.5	3,950	38.3	13,120
McAllen-Edinburg	12.4	13,560	40.1	43,900
McKinney	14.2	4,380	39.2	12,060
Midland	26.0	4,810	71.2	13,180
Nacogdoches	10.3	2,240	34.4	7,510
New Braunfels	13.5	1,610	40.8	4,850
Odessa	14.9	4,540	51.1	15,600
Orange	13.8	4,050	47.6	13,950
Palestine	12.2	2,810	38.0	8,770
Pampa	21.0	3,760	58.1	10,400
Paris	12.7	4,000	38.9	12,200
Plainview	16.8	3,480	45.5	9,410

A market is defined as a county or group of counties containing a city of more than 10,000 population (listed by the largest city or cities).

LIFE

Across the nation, only LIFE has this local impact!

	Estimated LIFE Audience			
	Single Issue		13-Issue Cumulative	
	% Coverage of Population	Number of Readers	% Coverage of Population	Number of Readers
San Angelo	15.4	6,760	46.8	20,500
San Antonio	14.5	54,170	42.5	159,050
Sherman-Denison	17.0	9,020	47.6	25,280
Snyder	8.4	1,400	31.3	5,230
Sweetwater	12.5	1,810	42.1	6,110
Temple	13.9	7,750	43.6	24,350
Terrell	10.5	2,430	33.0	7,620
Texarkana	10.9	7,510	38.5	26,640
Tyler	16.0	8,800	45.0	24,730
Vernon	13.9	2,100	42.0	6,340
Victoria	11.6	2,660	38.9	8,910
Waco	17.8	17,370	48.5	47,200
Waxahachie	13.3	4,510	37.9	12,880
Wichita Falls	18.1	13,450	52.3	38,840
UTAH	**20.4%**	**103,890**	**52.9%**	**269,060**
Market				
Logan	21.7	5,350	52.6	12,930
Ogden	21.0	13,160	57.8	36,330
Provo	16.2	9,550	46.9	27,720
Salt Lake City	24.8	51,730	60.5	126,460
VERMONT	**28.5%**	**86,720**	**66.1%**	**201,010**
Market				
Barre	29.7	10,220	68.9	23,710
Brattleboro	34.2	8,070	72.8	17,190
Burlington	28.0	13,850	68.5	33,900
Rutland	28.0	10,560	67.0	25,270
VIRGINIA	**17.9%**	**429,730**	**48.1%**	**1,157,640**
Market				
Charlottesville	26.1	10,250	64.4	25,300
Danville	14.9	10,760	44.3	32,030
Fredericksburg	17.4	3,090	50.7	9,020
Harrisonburg	17.0	5,670	46.9	15,610
Lynchburg	19.5	11,260	52.1	29,990
Martinsville	15.0	5,100	42.7	14,490
Newport News	18.0	11,120	54.5	33,650
Norfolk-Portsmouth	19.3	60,910	54.2	170,690
Petersburg	19.2	7,770	53.0	21,410
Richmond	21.3	55,510	52.8	137,250
Roanoke	21.5	21,930	54.7	55,670
Staunton-Waynesboro	19.3	9,450	51.1	25,020
Suffolk	13.0	3,630	37.0	10,370
Winchester	18.2	4,260	49.0	11,460
WASHINGTON	**20.8%**	**396,770**	**53.6%**	**1,022,900**
Market				
Aberdeen-Hoquiam	20.1	8,580	54.8	23,390
Bellingham	19.6	10,330	49.2	25,970
Bremerton	20.7	12,320	56.9	33,770
Everett	16.5	14,680	46.0	40,870
Kennewick	21.5	8,630	61.6	24,690
Longview	17.0	7,000	49.3	20,260
Olympia	20.3	7,240	53.9	19,240
Pasco	17.2	1,870	58.4	6,370
Port Angeles	18.2	3,700	49.8	10,110
Pullman	32.0	8,200	67.0	17,160
Seattle	24.5	147,170	60.6	364,410
Spokane	13.8	24,800	49.6	89,310
Tacoma	19.5	44,120	51.5	116,760
Walla Walla	24.1	7,880	58.0	18,980
Wenatchee	22.9	7,090	55.2	17,060
Yakima	17.0	17,770	46.0	48,150
WEST VIRGINIA	**13.9%**	**199,340**	**42.7%**	**612,640**
Market				
Beckley	11.0	7,210	39.6	26,070
Bluefield	16.1	8,700	46.1	24,870
Charleston	16.1	36,790	46.9	107,400
Clarksburg	17.0	10,800	50.2	31,810
Fairmont	17.3	9,170	50.8	26,970
Huntington, W. Va.-Ashland, Ky.	14.6	26,260	43.9	78,950
Martinsburg	16.9	3,830	50.0	11,340
Morgantown	17.8	8,000	51.8	23,330
Parkersburg	15.7	7,830	44.5	22,180
Wheeling, W. Va.-Steubenville, O.	15.2	40,690	45.8	122,570
WISCONSIN	**19.0%**	**510,970**	**49.1%**	**1,324,060**
Market				
Appleton	20.7	12,970	50.1	31,380
Ashland	14.3	2,160	42.1	6,350
Beloit-Janesville	23.0	16,800	58.6	42,920
Eau Claire-Chippewa Falls	17.8	13,320	48.4	36,190
Fond du Lac	20.9	11,280	50.8	27,440
Green Bay	20.2	15,340	52.9	40,110
Kenosha	17.4	10,530	50.8	30,760
La Crosse	21.7	11,450	55.0	29,050
Madison	28.8	38,660	66.5	89,310
Manitowoc	20.1	10,530	50.1	26,240
Marinette	15.3	4,210	44.8	12,330
Milwaukee	19.5	135,860	51.2	356,370
Oshkosh	24.9	18,010	56.9	41,140
Racine	24.9	21,780	62.3	54,580
Sheboygan	26.2	16,690	58.9	37,590
Stevens Point	15.4	4,100	42.3	11,260
Watertown-Beaver Dam	17.9	14,450	43.5	35,100
Waukesha	20.8	14,140	49.5	33,600
Wausau	16.8	10,300	45.7	28,040
Wis. Rapids-Marshfield	18.0	6,930	46.5	17,910
WYOMING	**22.4%**	**49,820**	**60.1%**	**133,630**
Market				
Casper	24.2	6,000	71.9	17,840
Cheyenne	23.4	8,920	66.5	25,340
Laramie	26.6	3,990	69.1	10,270
Rock Springs	20.9	3,510	58.0	9,740
Sheridan	23.7	3,680	58.5	9,060

A market is defined as a county or group of counties containing a city of more than 10,000 population (listed by the largest city or cities).

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

Electrical Machinery, Leading Counties—(Cont'd)

SM Estimates for 200 counties with 98% of 1951 "Value Added"

COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (In millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (In millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (In millions)	COUNTY and STATE	Number of Plants 1947	Value Added in 1951 SM Est. (In millions)
Mecklenburg, N. C.	2	10	Erie, Ohio	2	7	Lancaster, Neb.	4	6	Harrison, W. Va.	1	5
Wabash, Ind.	3	10	Crawford, Ohio	4	7	Lawrence, Ind.	2	6	Miami, Ohio	4	5
Sandusky, Ohio	4	10	Porter, Ind.	2	7	Perry, Ind.	1	6	Defiance, Ohio	2	5
			Saint Louis, Minn.	2	7	Clark, Ohio	2	6	Coles, Ill.	1	5
Marathon, Wis.	3	9	Sangamon, Ill.	6	7	Santa Clara, Cal.	10	6	Harris, Texas	12	5
Daviess, Ky.	2	9				San Mateo, Cal.	10	6	Sheboygan, Wis.	2	5
Washtenaw, Mich.	8	9	Dane, Wis.	2	7				Portage, Ohio	2	5
Kent, Mich.	11	9	Rock Island, Ill.	4	7	Iowa, Wis.	2	6			
Delaware, N. Y.	1	9	Cortland, N. Y.	2	7	Bay, Mich.	5	6	Jackson, Mo.	27	4
Worcester, Mass.	12	8	Linn, Iowa	4	7	Delaware, Penn.	10	5	Warren, Ky.	1	4
Adams, Ill.	2	8	Fairfield, Ohio	2	7	Wayne, Ind.	1	5	Cambria, Penn.	2	4
Montgomery, Penn.	9	8	Fulton, Ga.	10	7	Lackawanna, Penn.	4	5	McLean, Ill.	3	4
Windham, Conn.	3	8	Crawford, Penn.	1	7	Winnebago, Wis.	4	5	Bergen, N. J.	27	4
Somerset, N. J.	4	8	Lake, Ohio	1	7	Northampton, Penn.	6	5	Jackson, Mich.	6	4
			Orange, N. Y.	4	7	Green, Wis.	2	5	Macon, Ill.	1	4
Lake, Ill.	9	8	Vermilion, Ill.	7	6	Cass, Ind.	2	5	Outagamie, Wis.	2	4
Luzerne, Penn.	2	8				Washington, N. Y.	2	5	Dubois, Ind.	1	4
Cameron, Penn.	3	8	Madison, Ind.	2	6				Orange, Ind.	1	4
Shiawassee, Mich.	3	8	Delaware, Ind.	2	6	Warren, Ohio	2	5			
Manitowoc, Wis.	4	8	Bronx, N. Y.	45	6	Kenton, Ky.	4	5	Monroe, Penn.	1	4
Washington, Penn.	2	8	Multnomah, Ore.	22	6	Adams, Ind.	1	5	Hinds, Miss.	1	4
Cattaraugus, N. Y.	2	8	Monroe, Ind.	1	6	Carbon, Penn.	1	5	Macomb, Mich.	4	4
Jefferson, Penn.	2	8	Lake, Ind.	2	6	White, Ind.	1	5	Tuscarawas, Ohio	3	4
Lorain, Ohio	5	8	Mercer, Penn.	1	6	Berrien, Mich.	5	5	Des Moines, Iowa	3	4
Miami, Ind.	4	8	Monmouth, N. J.	9	6	Blair, Penn.	1	5	Livingston, N. Y.	4	4
			Bucks, Penn.	5	6	Gibson Ind.	1	5	Wabash, Ill.	1	4
Calhoun, Mich.	4	8	Chemung, N. Y.	1	6	Cape Girardeau, Mo.	2	5	St. Joseph, Ind.	3	4
Northumberland, Penn.	1	8	Clearfield, Penn.	4	6	Elkhart, Ind.	11	5	Oklahoma, Okla.	2	4
Warren, N. J.	4	7	Chester, Penn.	1	6	McHenry, Ill.	4	5	Stark, Ohio	7	4
New London, Conn.	4	7	King, Wash.	18	6	Clinton, Penn.	1	5	Total Above Counties	3,427	5,736
Licking, Ohio	3	7	Tippecanoe, Ind.	2	6	Cabell, W. Va.	4	5	% of U. S. A. Total	86.3	97.5

Instruments and Related Products, Leading Counties

SM Estimates for 126 counties with 96% of 1951 "Value Added"

Monroe, N. Y.	47	338	Bucks, Penn.	3	9	Dane, Wis.	3	4	Dallas, Texas	13	1
Cook, Ill.	274	187	Kane, Ill.	3	9	St. Louis (County), Mo.	5	4	Morgan, Mo.	1	1
Manhattan, N. Y.	404	137	Onondaga, N. Y.	8	9	Lucas, Ohio	8	4			
Queens, N. Y.	87	79	St. Louis City, Mo.	21	8	New London, Conn.	2	4	Schenectady, N. Y.	1	1
Philadelphia, Penn.	98	60	Erie, Penn.	5	8				Mason, Mich.	1	1
New Haven, Conn.	16	48	Dinwiddie, Va.	3	8	Union, N. J.	7	4	Davidson, Tenn.	4	1
Worcester, Mass.	18	48	Bronx, N. Y.	27	8	Suffolk, N. Y.	7	4	Strafford, N. H.	1	1
Los Angeles, Cal.	197	45				Ontario, N. Y.	2	4	Baltimore City, Md.	15	1
Kings, N. Y.	122	45	Knox, Tenn.	2	8	Alameda, Cal.	20	3	El Paso, Texas	1	1
Bergen, N. J.	19	44	Milwaukee, Wis.	20	8	Wood, Ohio	1	3	King, Wash.	15	1
			Hennepin, Minn.	25	7	Middlesex, Conn.	3	3	Douglas, Neb.	8	1
Hartford, Conn.	10	42	Berks, Penn.	3	7	Walworth, Wis.	2	3	Addison, Vt.	1	1
Middlesex, N. J.	6	38	La Crosse, Wis.	1	7	Tulsa, Okla.	12	3	Essex, Mass.	6	1
Broome, N. Y.	4	33	Westchester, N. Y.	25	7	Rensselaer, N. Y.	1	3			
Middlesex, Mass.	35	30	Niagara, N. Y.	3	7	Stark, Ohio	2	3	Montgomery, Penn.	6	1
Fairfield, Conn.	30	26	Berkshire, Mass.	3	6				Fulton, Ga.	5	1
Suffolk, Mass.	52	21	Burlington, N. J.	3	6	Nassau, N. Y.	14	3	Orleans, La.	4	1
Allegheny, Penn.	29	21	Pulaski, Ark.	3	6	La Porte, Ind.	2	3	Brown, Wis.	4	1
Cuyahoga, Ohio	35	21	Winnebago, Ill.	3	6	Cumberland, N. J.	2	3	Rock Island, Ill.	3	1
Essex, N. J.	60	19	Delaware, Penn.	4	6	Denver, Colo.	15	3	Cheshire, N. H.	1	1
Washtenaw, Mich.	6	18	Hampden, Mass.	6	5	Kenton, Ky.	1	2	Ramsey, Minn.	9	1
			Westmoreland, Penn.	2	5	Sussex, Del.	1	2	Kosciusko, Ind.	2	1
Lancaster, Penn.	4	16	Baltimore, Md.	3	5	Marshall, Iowa	2	2	Sussex, N. J.	2	1
Erie, N. Y.	23	15	Marion, Ind.	12	5	St. Joseph, Mich.	2	2	Crawford, Penn.	2	1
Hudson, N. J.	22	15	Dutchess, N. Y.	1	5	San Francisco, Cal.	21	2			
Hamilton, Ohio	23	15	Albany, N. Y.	2	5	Harris, Texas	16	2	Oakland, Mich.	8	1
Providence, R. I.	25	14	Winnebago, Wis.	2	5				Lehigh, Penn.	7	1
Norfolk, Mass.	12	13	Clark, Ohio	2	5	Multnomah, Ore.	10	2	San Mateo, Cal.	6	1
Bristol, Mass.	7	11				Scott, Iowa	1	2	Tarrant, Texas	6	1
Montgomery, Ohio	12	11	York, Penn.	2	5	Elkhart, Ind.	1	2	Jefferson, Ky.	5	1
Campbell, Ky.	1	10	Richmond, N. Y.	1	4	Highland, Ohio	1	2	Montgomery, Md.	3	1
Lancaster, Neb.	2	10	Windham, Conn.	2	4	Belknap, N. H.	2	2			
La Salle, Ill.	2	10	Jefferson, N. Y.	6	4	Summit, Ohio	8	2	Total Above Counties	2,301	1,779
Litchfield, Conn.	3	9	Franklin, Ohio	17	4	Gibson, Ind.	2	2			
Wayne, Mich.	47	9	Jackson, Mo.	20	4	Washington, D. C.	10	1	% of U. S. A. Total	88.5	96.8

NET EFFECTIVE BUYING BUYING INCOME IN 1951



Source: SALES MANAGEMENT Research Department

Wick
ican Bakeries
ican Chicle
l-Myers
n-Dixie
ls
Products
Aluminum
lly Graham
y Food
ble Life Assurance
Methodist Church
l Foods
l Mills
l Motors
e
ar Tire & Rubber
Broadcasting
Heinz
te of Religious Science
y
Bros.
ld
Morris
tial Insurance
-Purina
n
g Drug
-Van Camp
ia
ristian Science Monitor
zas Company
oice of Prophecy
-Hudnut



ABC Radio delivers the goods. A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been—and always will be—our single aim.

ABC RADIO
American Broadcasting Company

Source: SALES MANAGEMENT
Sales Management

RETAIL SALES IN 1951

$ Per Family



PICTOGRAPH BY
Sales Management
5-10-52

Source: Research Department of SALES MANAGEMENT

Source: Research Department of SALES MANAGEMENT



these babies really mean business!

What do babies have to do with your business?

A lot—even if you don't make baby foods or diapers.

There are now over 16 million children under 5 in the U. S. —an amazing 55% more than 10 years ago. In fact, one out of every nine people in this country is under 5 years old!

This means America's *young* people are betting on a prosperous present and a better future. More of them are marrying—and having more babies—than ever before.

One-half of all American families today are *young* families, and almost one-quarter of America's married women have been married less than 5 years!

Is your business geared to this changing America? Are you selling these millions of young marrieds hard enough—as they're forming their buying habits of a lifetime?

Look into Modern Romances. This fast-growing magazine gives you America's Youngest Married Woman Audience. 77% are married, yet their median age is only 23. Sell the *heart* of the great young married market, and sell it *now*, to...

america's youngest married woman audience

modern romances

DELL PUBLISHING CO., INC., 261 FIFTH AVENUE, NEW YORK 16, N. Y.

FOOD STORE SALES IN 1951

$ Per Family

Legend:
- $900 and over
- 775-899
- 650-774
- Under $650

Total (in millions)

U. S. A. AVERAGE 815

Wash. 739	Mont. 739	N. D. 642	Minn. 733	Me. 921					
Ore. 835	Idaho 726	S. D. 652	Wis. 796	Mich. 975	N. Y. 1048	Vt. 873	N. H. 1017		
Calif. 844	Nev. 809	Wyo. 818	Utah 754	Neb. 711	Ia. 670	Ill. 799	Ind. 735	Ohio 864	Pa. 909	N. J. 1054	Mass. 1043	R. I. 888	Conn. 1078
		Colo. 774	Kan. 668	Mo. 678			W. Va. 598	Va. 633	Del. 846	Md. 876	D. of C. 1246
	Ariz. 790	N. M. 665	Tex. 806	Okla. 592	Ark. 510	La. 587	Ky. 600	Tenn. 598	N. C. 614	S. C. 630	Ga. 626	Miss. 493	Ala. 586	Fla. 781



PICTOGRAPH BY Sales Management 5-10-52

Source: SALES MANAGEMENT Research Department

Source: SALES MANAGEMENT Research Department

more circulation where most people shop



Because Woman's Day is sold only at A&P stores . . . because women *must* go out to buy it . . . *you* know that Woman's Day's entire circulation is concentrated in or near the shopping centers where *your* products are sold. In city after city, Woman's Day gives you minimum waste . . . maximum coverage where it counts.

puts your advertising where your sales are made

Woman's Day

Sold by A & P stores in big cities and small.

the NATIONAL magazine . . . with the NEIGHBORHOOD impact.

1902

GOLDEN YEAR OF THE

1952



☛ *Fifty years ago this statement was published in this magazine.*

Both the date and the event are worth noting. The pledge marked the first time that any magazine, or any media that accepted advertising, had assumed a financial risk to protect its readers.

Today, this guaranty is the most famous media pledge in all the world.

• • •

FIFTY YEARS AGO, when this public promise first appeared, some magazines and newspapers accepted any and all advertising. It was the era of "The public be dammed." "Caveat emptor"—let the buyer beware—was the accepted principle of most commercial transactions.

GUARANTY

In those days, an advertisement would offer a "genuine steel-engraved portrait of George Washington—only $1.00!" And the unwary purchaser would receive, by return mail, a two-cent stamp.

"Guaranteed to kill mosquitoes!" was the headline on another message, and for her dollar or two the housewife would receive a pair of inch-square cubes of wood —"put the insect between the blocks and press firmly."

Not all advertising was so fraudulent.

GOOD HOUSEKEEPING, founded 17 years earlier, had scrupulously refrained from accepting any misleading advertising statements or claims.

"This enterprise," GOOD HOUSEKEEPING said in its first issue, in May, 1885, *"is undertaken with the well-fixed conviction that it has a mission to fulfill, compounded of about equal proportions of public duty and private interest."*

As an extension of that public duty the publishers of GOOD HOUSEKEEPING decided to pledge their *own* resources, in a money-back guarantee, to protect their readers.

Since that time this solemn guarantee has stood behind billions of dollars' worth of goods advertised in our pages, and has cost us millions of dollars in advertising revenue from products offered to us which we could not accept, as well as many a dollar in refunds to the American public.

But that pledge, made so long ago, has never been broken, nor will it be. Soon after it appeared, Dr. Harvey Wiley, fresh from his triumph with President Teddy Roosevelt in forcing passage of the Pure Foods and Drugs Act, became associated with GOOD HOUSEKEEPING.

The kitchens of the GOOD HOUSEKEEPING Institute, founded earlier as the *first* editorial workshop for a women's magazine, were extended and enlarged. New equipment and investigating facilities were added. A Chemical Laboratory was followed by an Engineering Laboratory; laundries were built to check the new work-saving machines then being introduced in the home.

A Beauty Clinic, a Textile Laboratory, a Baby Center and a Decorating Studio were added to extend the editorial service facilities of GOOD HOUSEKEEPING—and to match the promise of 1902 with vigilant performance.

• • •

Today the pledge then made appears on page six of every issue of GOOD HOUSEKEEPING. The claims of the steel-engraving salesmen and the mosquito-killers no longer cheat the American housewife, but some inferior products are still being sold, and many extravagant claims are still being made about certain products.

Fifty years later, GOOD HOUSEKEEPING is still vigilant to reject the bad product, still alert to measure the claims of the good product against its performance in our laboratories.

The 9,971,000 readers of GOOD HOUSEKEEPING, and the more than 25,000,000 women who recognize our Guaranty Seal as a buying guide, will never have reason to lose faith in our pledge, made a half-century ago.

When you see a product or service advertised in GOOD HOUSEKEEPING, *you can be sure it's good, because it is guaranteed.*

Consumers' Guaranty

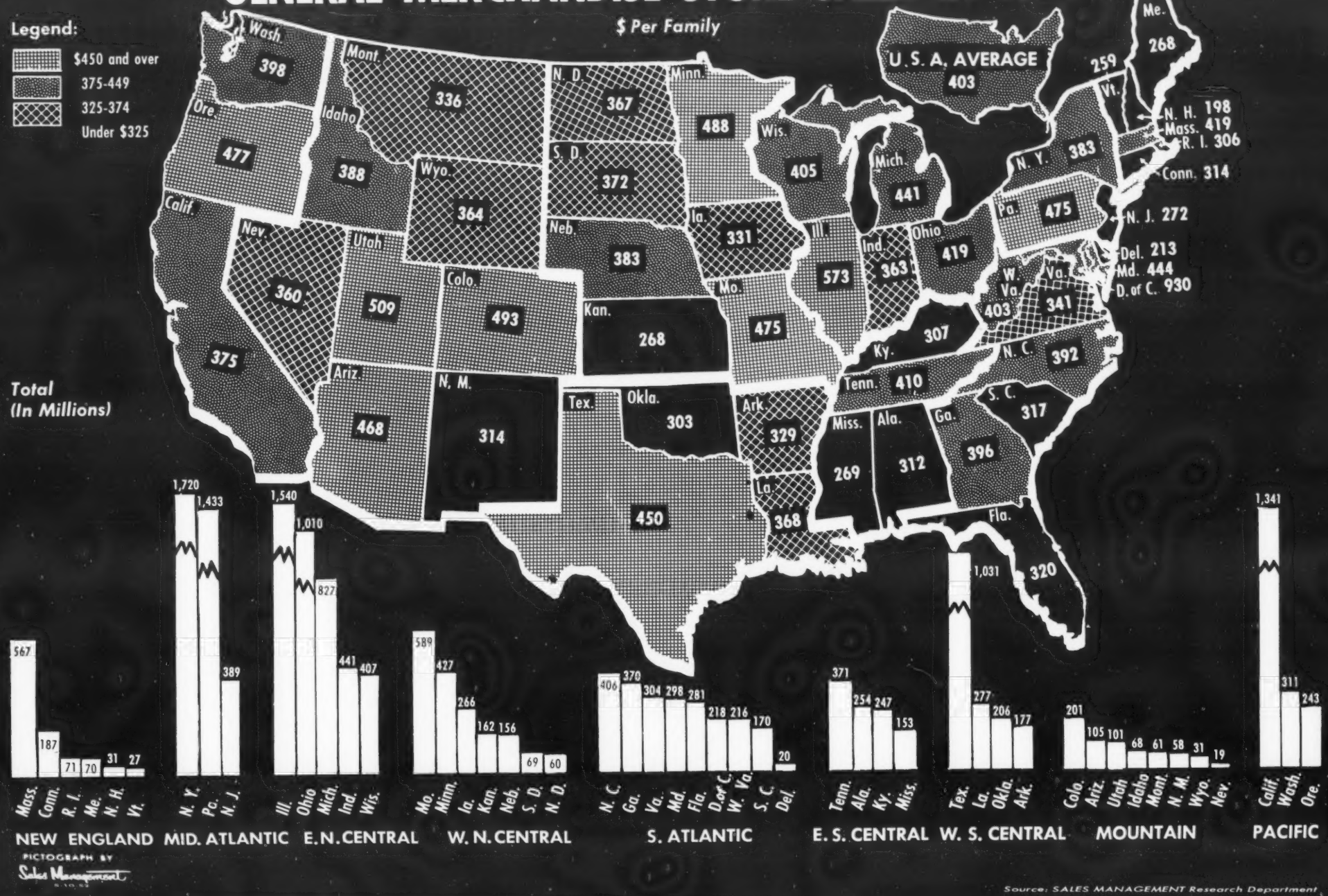
Good Housekeeping has satisfied itself that all products and services advertised in this issue of the magazine are good products or services. *If any product or any service is not as advertised herein, it will, upon request and verification of complaint, be replaced or the money paid therefor refunded.*

REPLACEMENT OR A REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

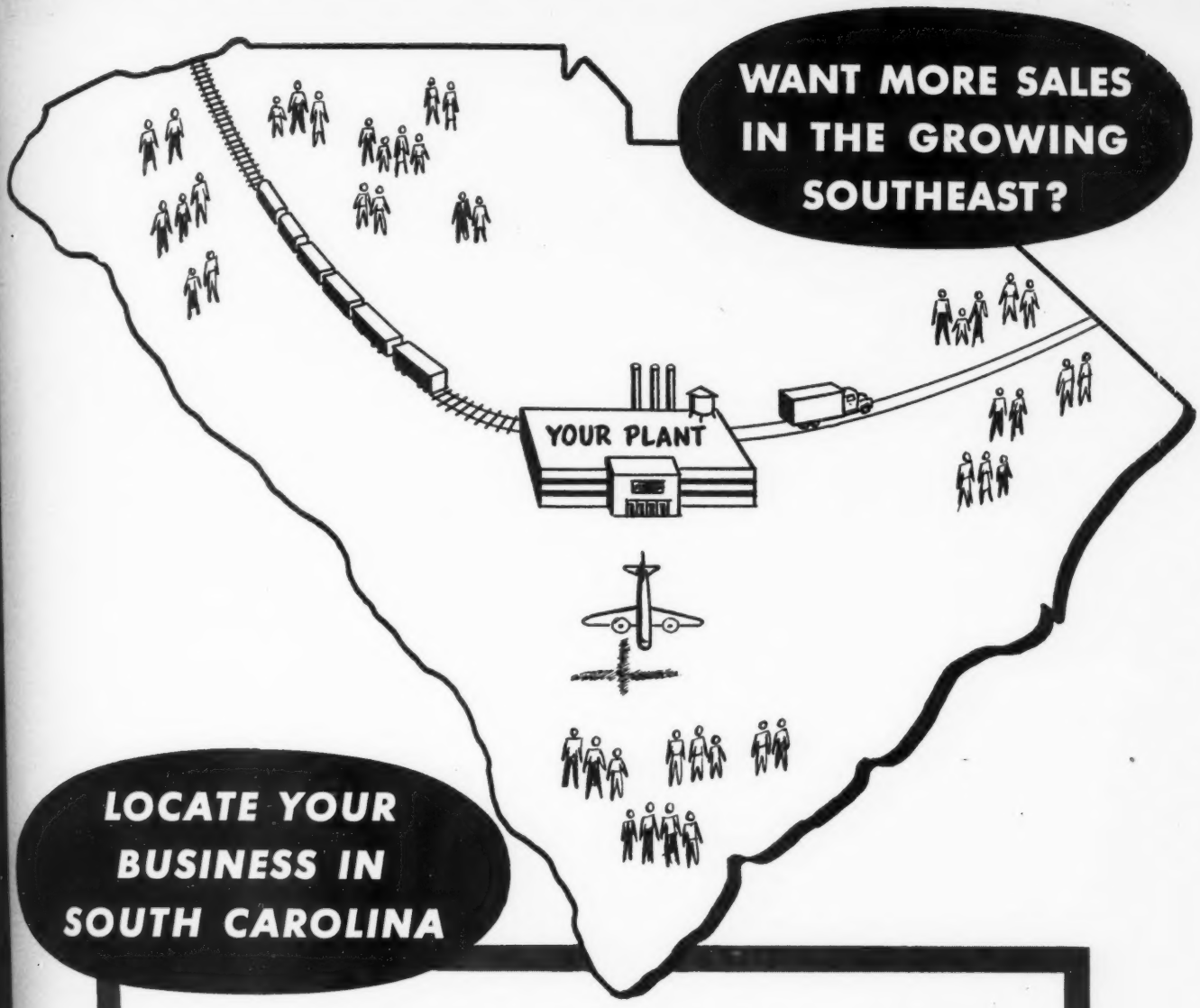
Look for this Seal when you buy

Any person using Good Housekeeping as a title, trade-mark or trade name for any product or enterprise is doing so without the authority of this magazine.

GENERAL MERCHANDISE STORE SALES IN 1951



Source: SALES MANAGEMENT Research Department



where THIS HAPPENED in 1951!

In one year

Buying Income (after taxes) Increased	17.6%
Per Family Income Increased . . .	15.7%
Per Capita Income Increased . . .	14.7%
Retail Sales Increased	9.6%
Population Increased	1.9%

Place your plant or warehouse in South Carolina and take advantage of the growing Southeast—more sales, more economical distribution.

Write, Wire or Telephone (LD94) Now.
Your inquiry will be handled in strictest confidence.

Charles N. Plowden, Director
Research, Planning and Development Board
Dept. SM
Columbia, South Carolina

South Carolina



FURNITURE-HOUSEHOLD-RADIO STORE SALES IN 1951

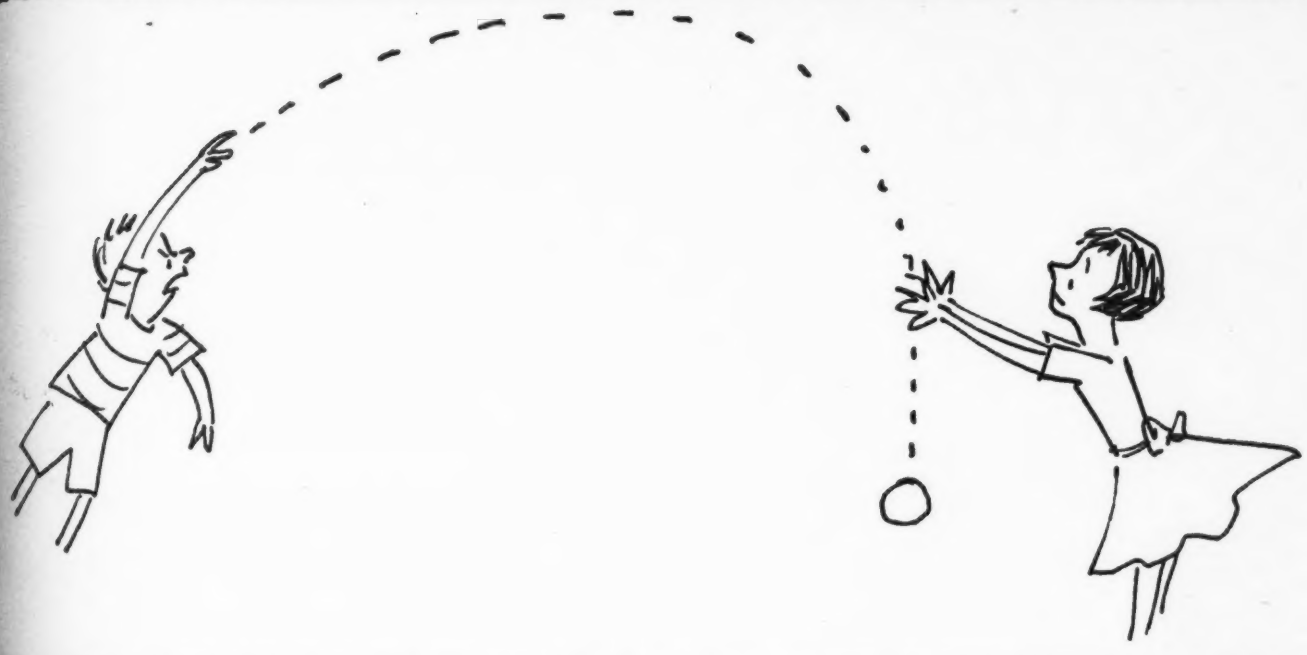
$ Per Family

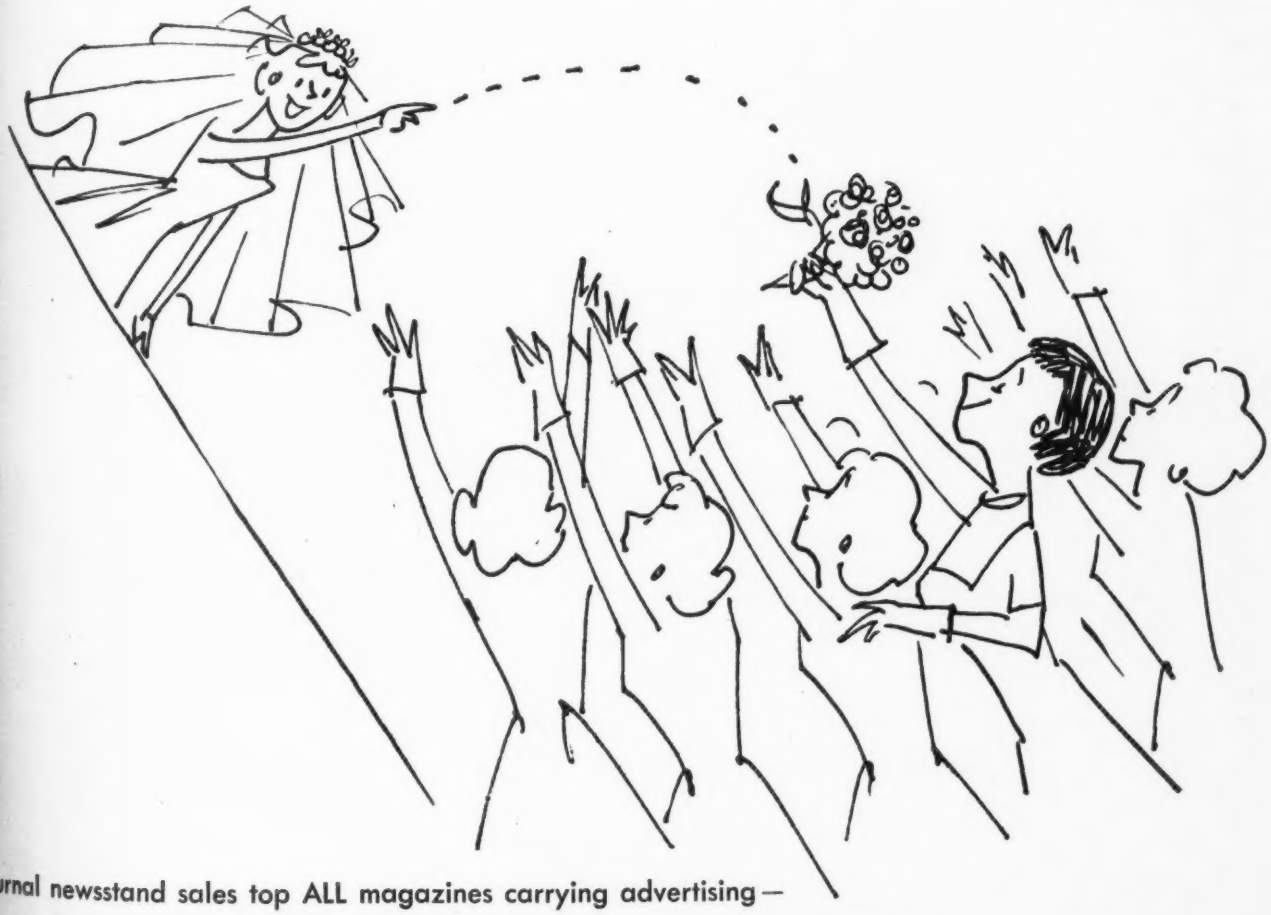


PICTOGRAPH BY Sales Management

Source: Research Department of SALES MANAGEMENT

Never Underestimate the Power of a Woman!





Journal newsstand sales top ALL magazines carrying advertising—
with a lead of more than 200,000 over the second magazine.*

ladies' home **JOURNAL**

THE MAGAZINE WOMEN BELIEVE IN

Publishers' Statements to Audit Bureau of Circulations, period ending December 31, 1951

DRUG STORE SALES IN 1951

$ Per Family

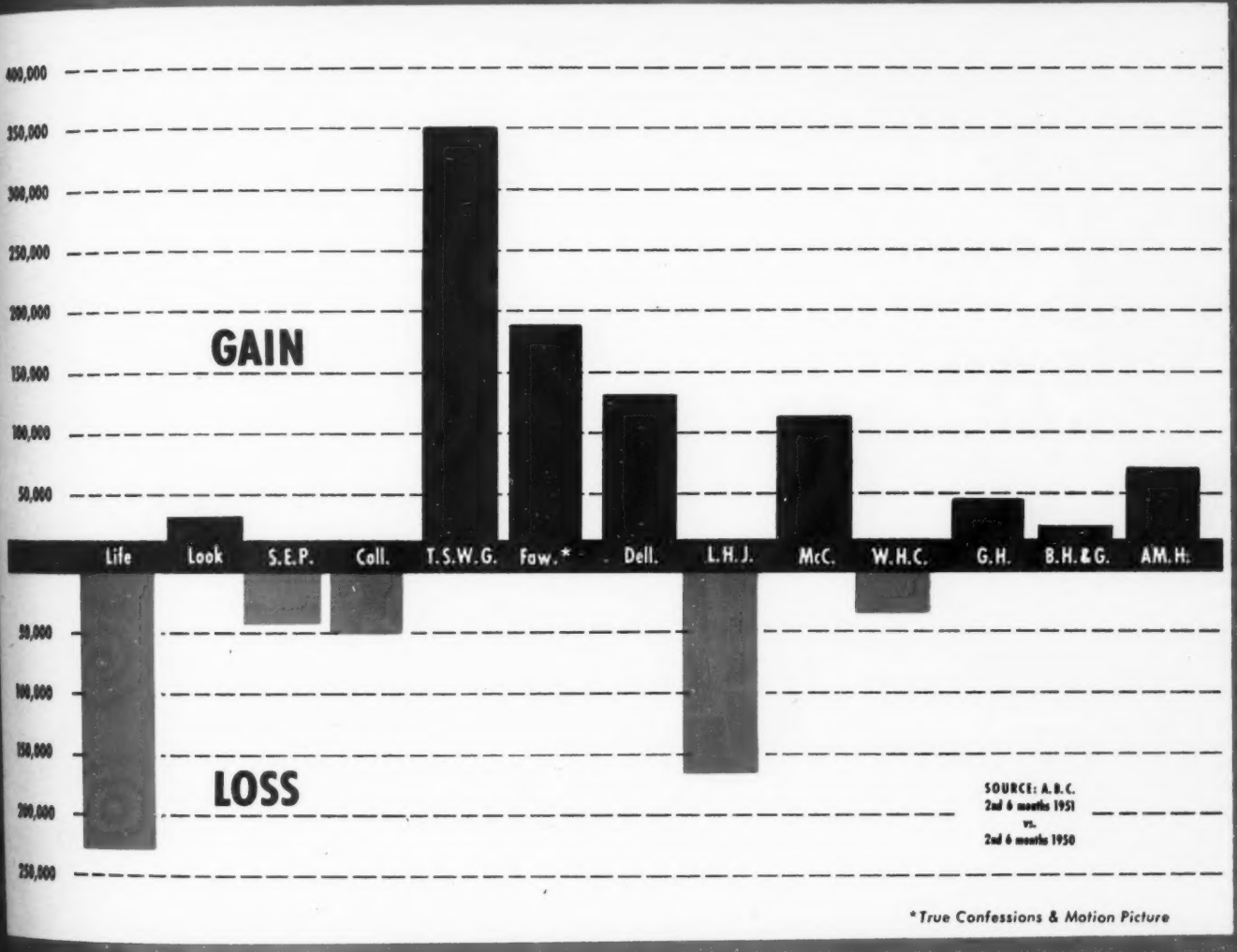


PICTOGRAPH BY Sales Management



TSWG tops the top 13

IN NEWSSTAND GAINS



*True Confessions & Motion Picture

PAYS TO START YOUR LIST WITH . . .

TRUE STORY
Women's Group

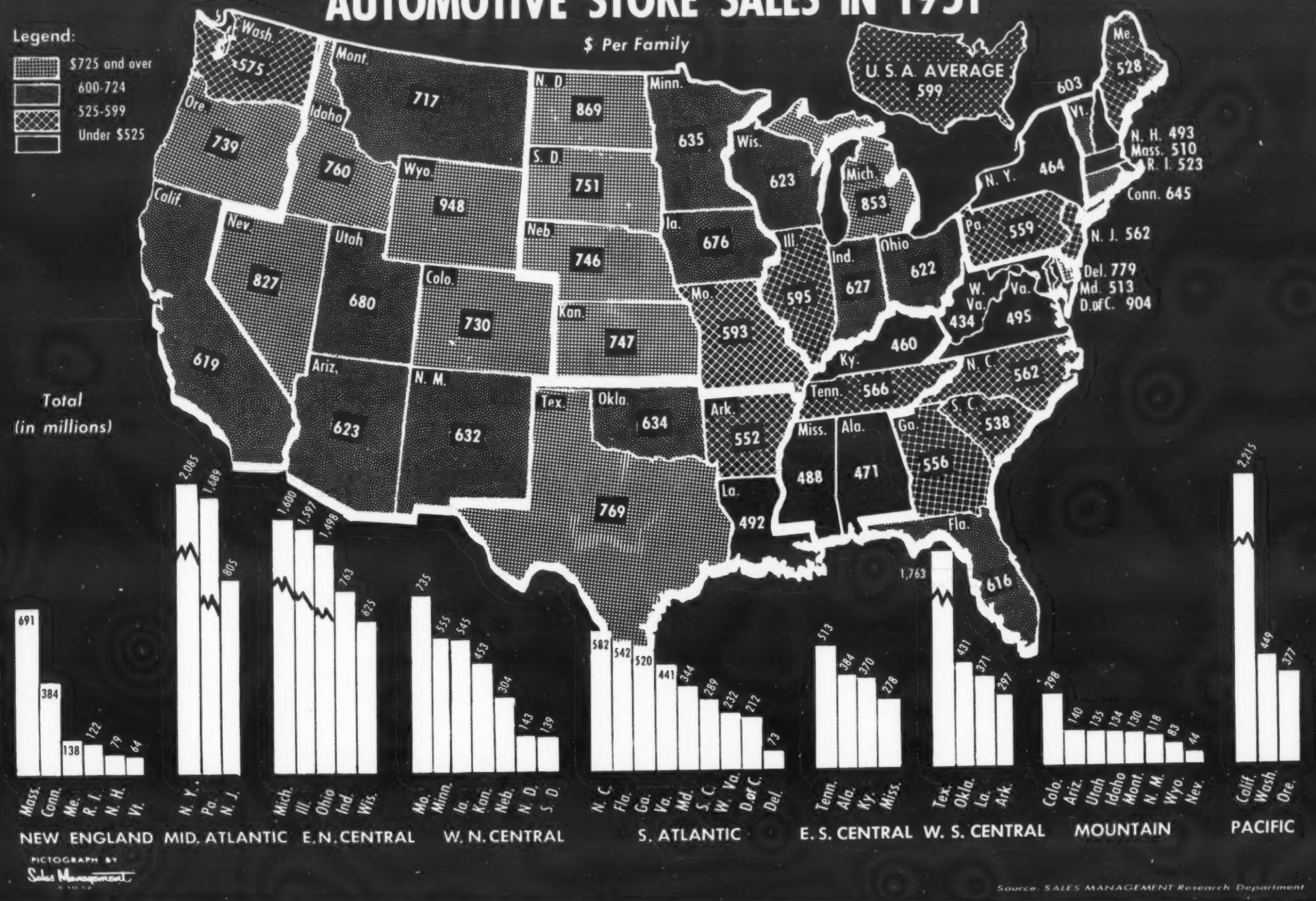
TOTAL CIRCULATION
5,575,011
AN ALL-TIME HIGH!

Macfadden Publications, Inc.
205 East 42nd St., New York 17
Offices: Chicago • San Francisco

Something BIG is going on at Macfadden!

Sales Management

AUTOMOTIVE STORE SALES IN 1951



PICTOGRAPH BY Sales Management

Source: SALES MANAGEMENT Research Department

SHORT COPY . . . low-cost effectiveness



"For many years a large share of Morton's advertising budget has gone to outdoor space. Sales results continue to justify confidence in outdoor as an effective, low-cost advertising medium."

G. W. Carrington

G. W. CARRINGTON
Advertising Manager
MORTON SALT COMPANY

One of a series of advertisements promoting a better understanding and appreciation of Outdoor Advertising — sponsored by

The Standard Group

OF OUTDOOR ADVERTISING COMPANIES

serving one-fifth of the nation's consumers . . .

JOHN DONNELLY & SONS • CENTRAL OUTDOOR ADVERTISING CO., INC. • THE PACKER CORPORATION WALKER & COMPANY • UNITED ADVERTISING CORPORATION • WHITMIER & FERRIS CO., INC. ROCHESTER POSTER ADV. CO., INC. • RICHMOND POSTER ADV. CO. • E. A. ECKERT ADVERTISING CO. PORTER POSTER SERVICE • SLAYTON & COMPANY • THE HARRY H. PACKER CO. • BORK POSTER SERVICE SUNSET OUTDOOR ADVERTISING CO. • BREMERTON POSTER ADVERTISING CO. • C. E. STEVENS CO. CONSOLVO ADVERTISING CORP. • LEHIGH ADVERTISING CO. • MARYLAND ADVERTISING CO. AMERICAN ADV. CO. • STANDARD OUTDOOR ADVERTISING, INC., 444 MADISON AVE., NEW YORK 22 •



the most important
magazine in the
COUNTRY

- First in circulation where half the consumers of America live.
- First in the hearts of the people of Rural America.
- First in the minds of advertisers with products and ideas to sell . . . for the farm . . . for the home . . . for the family.

Farm Journal, Inc., Phila. 5, Pa.
Graham Patterson, Publisher

. . . basic buy for selling Rural America

Gross Cash Farm Income by States and Counties

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
ALABAMA	
Autauga	4,806
Baldwin	12,992
Barbour	8,596
Bibb	1,831
Blount	8,596
Bullock	3,423
Butler	3,918
Calhoun	3,197
Chambers	4,114
Cherokee	5,814
Chilton	4,345
Choctaw	1,895
Clarke	2,409
Clay	1,817
Cleburne	1,244
Coffee	11,000
Colbert	9,614
Conecuh	4,586
Coosa	1,100
Covington	8,071
Crenshaw	5,688
Cullman	13,338
Dale	6,162
Dallas	10,474
De Kalb	12,877
Elmore	5,774
Escambia	5,216
Etowah	4,679
Fayette	2,994
Franklin	4,998
Geneva	10,271
Greene	4,099
Hale	7,213
Henry	10,238
Houston	13,771
Jackson	9,151
Jefferson	4,674
Lamar	3,497
Lauderdale	9,434
Lawrence	12,436
Lee	4,166
Limestone	16,393
Lowndes	5,964
Macon	4,017
Madison	16,102
Marengo	7,245
Marion	4,994
Marshall	12,509
Mobile	8,395
Monroe	6,039
Montgomery	13,696
Morgan	10,780
Perry	5,690
Pickens	5,136
Pike	8,713
Randolph	3,139
Russell	3,528
St. Clair	2,380
Shelby	3,103
Sumter	5,447
Talladega	5,481
Tallapoosa	2,935
Tuscaloosa	6,460
Walker	3,000
Washington	2,377
Wilcox	5,192
Winston	2,688
Total	435,921
ARIZONA	
Apache	5,622
Cochise	9,616
Coconino	6,143
Gila	3,486
Graham	13,650
Greenlee	1,871
Maricopa	150,837
Mohave	2,385
Navajo	6,633
Pima	15,361
Pinal	69,911
Santa Cruz	3,041
Yavapai	8,010
Yuma	36,556
Total	333,122
ARKANSAS	
Arkansas	19,488
Ashley	7,691
Baxter	1,343
Benton	24,398
Boone	3,981
Bradley	2,657
Calhoun	1,648
Carroll	5,490
Chicot	7,108
Clark	2,921
Clay	16,399
Cleburne	3,685
Cleveland	2,213
Columbia	4,697
Conway	4,470
Craighead	29,269
Crawford	4,197
Crittenden	34,498
Cross	18,775
Dallas	1,322
Desha	10,265
Drew	4,628
Faulkner	5,536
Franklin	2,878
Fulton	2,862
Garland	1,746
Grant	948
Greene	15,589
Hempstead	4,737
Hot Springs	2,078
Howard	3,177
Independence	7,161
Izard	2,849
Jackson	13,509
Jefferson	20,917
Johnson	2,638
Lafayette	4,732
Lawrence	9,021
Lee	16,882
Lincoln	8,957
Little River	2,886
Logan	3,319
Lonoke	20,845
Madison	3,909
Marion	1,971
Miller	5,116
Mississippi	66,141
Monroe	10,454
Montgomery	1,223
Nevada	2,652
Newton	1,437
Ouachita	1,815
Perry	1,020
Phillips	19,287
Pike	1,317
Poinsett	30,863
Polk	1,824
Pope	3,023
Prairie	9,218
Pulaski	7,909
Randolph	6,914
St. Francis	22,415
Saline	2,053
Scott	1,771
Searcy	2,059
Sebastian	3,383
Sevier	2,558
Sharp	2,699
Stone	1,108
Union	2,606
Van Buren	1,799
Washington	21,250
White	9,220
Woodruff	11,218
Yell	3,450
Total	628,092
CALIFORNIA	
Alameda	35,224
Alpine	277
Amador	3,887
Butte	36,136
Calaveras	3,771
Colusa	25,979
Contra Costa	26,242
Del Norte	1,885
Eldorado	4,401
Fresno	219,065
Glenn	27,943
Humboldt	16,712
Imperial	114,389
Inyo	2,087
Kern	185,683
Kings	66,576
Lake	6,397
Lassen	5,348
Los Angeles	241,537
Madera	47,242
Marin	18,733
Mariposa	3,020
Mendocino	11,321
Merced	83,324
Modoc	14,641
Mono	1,755
Monterey	87,974
Napa	14,054
Nevada	2,773
Orange	87,194
Placer	11,925
Plumas	1,998
Riverside	79,935
Sacramento	51,489
San Benito	17,069
San Bernardino	76,865
San Diego	63,147
San Francisco	3,289
San Joaquin	116,899
San Luis Obispo	30,996

You reach the Colorado Farmer *EXCLUSIVELY,* ONLY in the COLORADO Rancher and Farmer

(No other paper is edited by and for the COLORADO farm and ranch interests alone)



- The state over, the Colorado farmer's income is twice as large as the National average.
- Colorado farmers have MONEY which they invest in the BEST machinery, homes, buildings, equipment, clothing and food.
- A survey of four Colorado counties brought forth the fact that over 54% of the autos purchased by farmers were paid for in CASH.
- Over 68% OF THESE PROSPEROUS COLORADO FARMERS SUBSCRIBE FOR AND READ THE COLORADO RANCHER AND FARMER—because it is THEIR ONLY EXCLUSIVE COLORADO FARM PAPER.

PIN-POINT

your advertising to Colorado Farmers through their own paper. No other farm or livestock paper can sell you exclusive Colorado coverage.

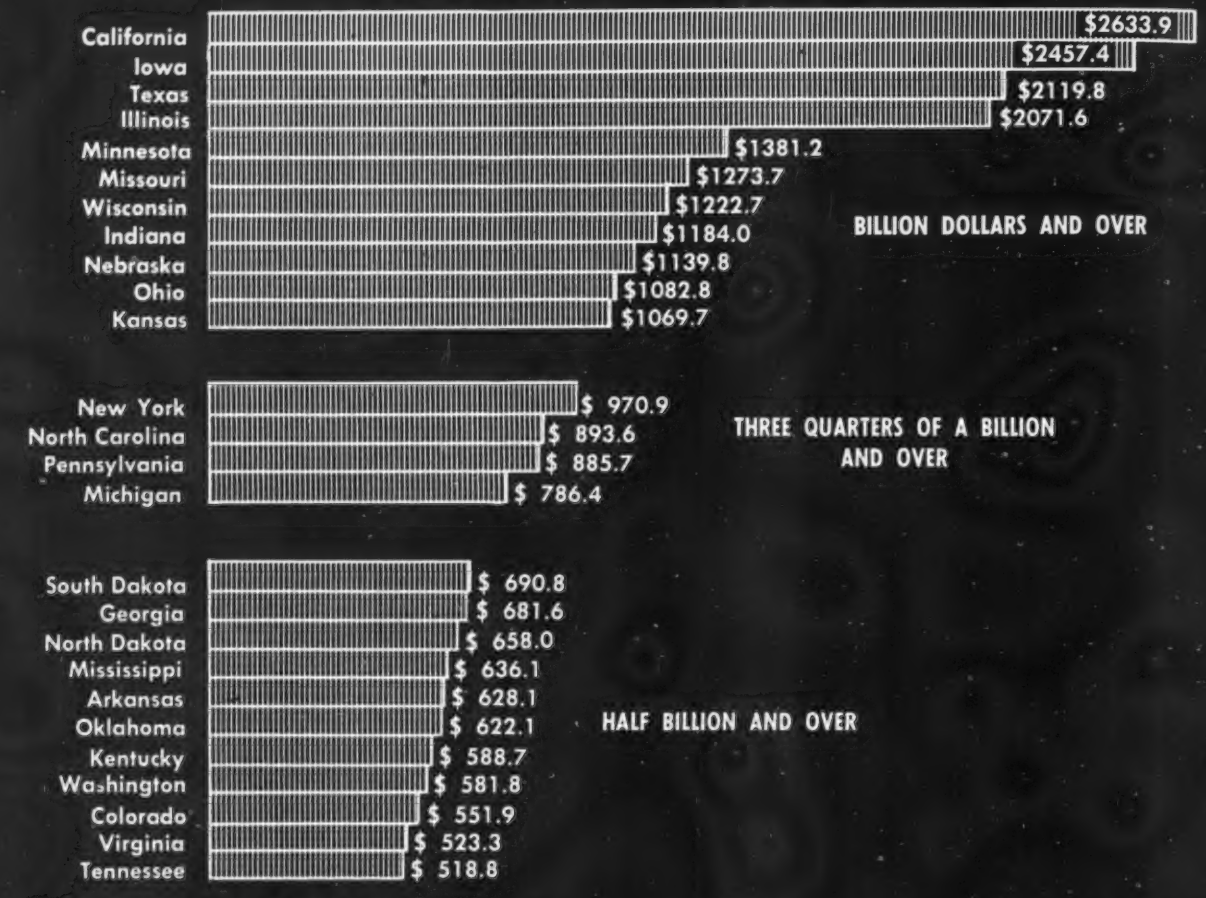
WRITE for information about these farmers who deliver over 4 million head of livestock to the Denver Union Stockyards yearly. Farmers who earn twice the national average income. Ask for our Buying Intentions Survey for 1952.

COLORADO Rancher and Farmer

P. O. Box 1349, Denver, Colorado

State Leaders in 1951 Gross Cash Income from Farming

The U.S.A. total was $33,545.9 million.
State figures are in millions of dollars.



the biggest BOOM areas

The farmers' gross cash dollars from farming increased from the $18.1 billion reported in the agricultural census of 1944 to $33.5 billion in 1951, or 85.2%.

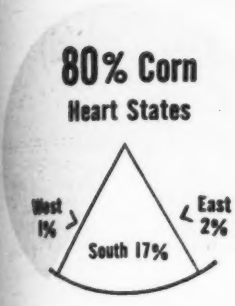
Eleven states registered gains of 100% or more.

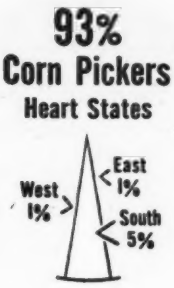
% Increase '51 over '44

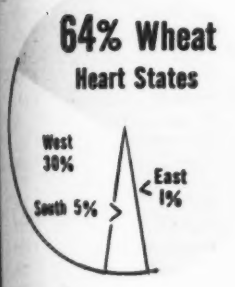


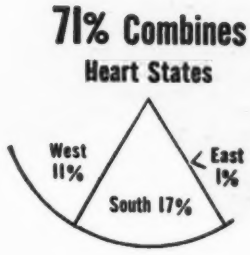
PICTOGRAPH BY
Sales Management
5-10-52

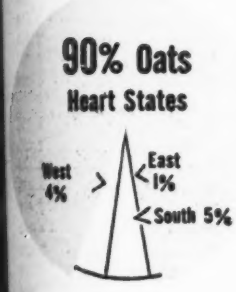
Source: Research Department of SALES MANAGEMENT

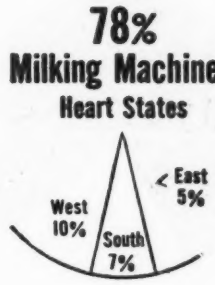


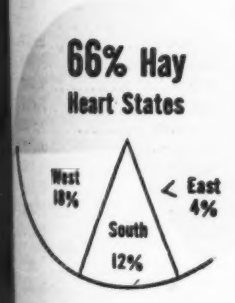


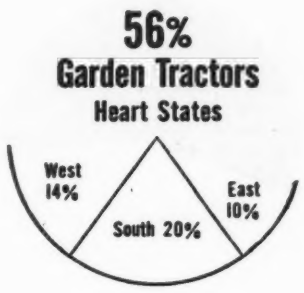


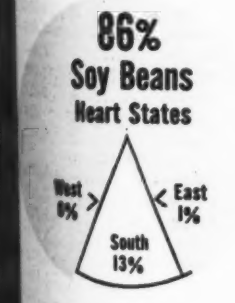


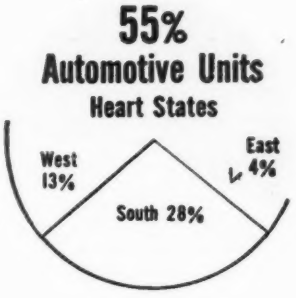


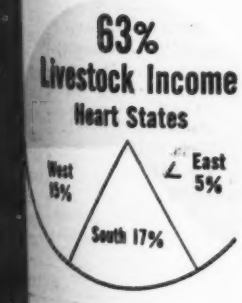


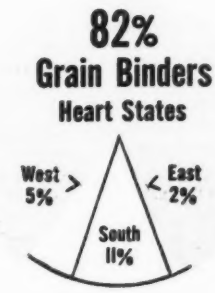


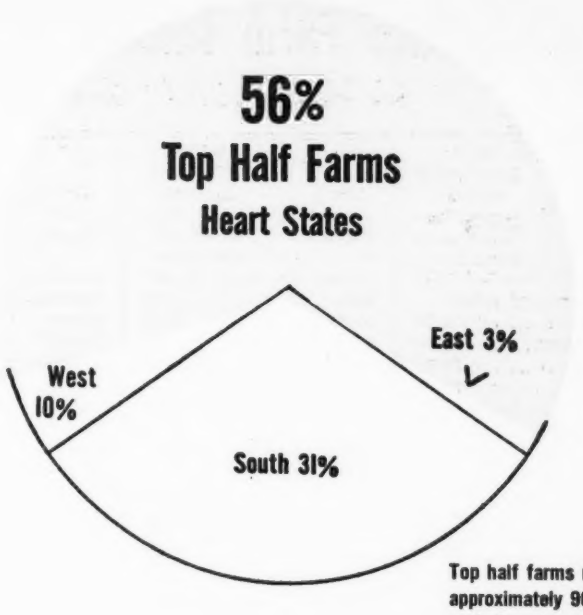












Top half farms receive approximately 90¢ of each farm income $1.

Buying power background of the SF market...

The fifteen agricultural Heart states have the nation's best farms with the best soil . . . billions of dollars in cash crops and livestock . . . billions in savings backlog . . . huge production for the defense program . . . are the best market, where buyers are buying, and sales opportunities are tremendous!

The choicest market is best reached by SUCCESSFUL FARMING, concentrating nearly a million of its 1,200,000 circulation on the best Heart states farms . . . among the businessman farmers and their families . . . with the best brains, techniques, and methods, largest investment in buildings, machinery, and equipment, the most modern homes and furnishings . . . highest incomes and yields. The average SF subscriber's earnings are easily 50% above the U.S. farm average!

Mostly missed by general media, lightly touched by television, the best class market in the U.S. today needs SUCCESSFUL FARMING for its deep penetration, reader influence based on nearly a half century of service . . . to balance any national advertising effort, get maximum sales! For full facts, call the nearest SF office.

SUCCESSFUL  FARMING

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
CALIFORNIA (Cont.)	
San Mateo	15,480
Santa Barbara	73,331
Santa Clara	76,039
Santa Cruz	26,260
Shasta	6,281
Sierra	788
Siskiyou	14,506
Solano	27,495
Sonoma	79,477
Stanislaus	99,841
Sutter	47,407
Tehama	18,873
Trinity	826
Tulare	161,391
Tuolumne	4,767
Ventura	75,362
Yolo	44,394
Yuba	12,297
Total	2,633,995
COLORADO	
Adams	23,411
Alamosa	4,891
Arapahoe	9,528
Archuleta	1,923
Baca	20,220
Bent	9,552
Boulder	14,749
Chaffee	1,112
Cheyenne	7,293
Clear Creek	94
Conejos	8,479
Costilla	3,266
Crowley	5,325
Custer	1,954
Delta	8,901
Denver	2,767
Dolores	2,465
Douglas	3,574
Eagle	3,673
Elbert	8,275
El Paso	10,220
Fremont	2,817
Garfield	6,300
Gilpin	31
Grand	1,905
Gunnison	3,587
Hinsdale	246
Huerfano	3,222
Jackson	3,115
Jefferson	9,147
Kiowa	6,291
Kit Carson	13,198
Lake	157
La Plata	4,933
Larimer	19,966
Las Animas	8,861
Lincoln	9,974
Logan	25,896
Mesa	12,754
Mineral	48
Moffat	5,975
Montezuma	5,109
Montrose	9,876
Morgan	23,499
Otero	14,039
Ouray	1,066
Park	1,979
Phillips	7,752
Pitkin	923
Prowers	17,153
Pueblo	10,895
Rio Blanco	3,609
Rio Grande	15,805
Routt	5,399
Saguache	6,057
San Juan	.....
San Miguel	1,374
Sedgwick	7,471
Summit	258
Teller	603
Washington	14,633
Weld	100,998
Yuma	13,374
Total	551,972
CONNECTICUT	
Fairfield	10,592
Hartford	61,518
Litchfield	18,362
Middlesex	10,535
New Haven	18,556
New London	20,141
Tolland	14,301
Windham	18,244
Total	172,249
DELAWARE	
Kent	21,872
New Castle	14,294
Sussex	85,025
Total	121,191
FLORIDA	
Alachua	7,184
Baker	1,067
Bay	476
Bradford	1,062
Brevard	6,248
Broward	19,880
Calhoun	1,088
Charlotte	865
Citrus	860
Clay	1,872
Collier	4,989
Columbia	2,514
Dade	26,905
De Sota	3,858
Dixie	377
Duval	8,707
Escambia	2,422
Flagler	2,509
Franklin	146
Gadsden	15,864
Gilchrist	1,250
Glades	3,491
Gulf	139
Hamilton	2,290
Hardee	5,303
Hendry	10,053
Hernando	2,015
Highlands	6,969
Hillsborough	23,319
Holmes	2,539
Indian River	7,061
Jackson	8,325
Jefferson	2,312
Lafayette	1,326
Lake	24,867
Lee	7,323
Leon	1,998
Levy	2,405
Liberty	322
Madison	3,421
Manatee	8,979
Marion	9,729
Martin	1,700
Monroe	14
Nassau	2,031
Okyloosa	1,123
Okeechobee	1,551
Orange	36,540
Osceola	3,013
Palm Beach	29,594
Pasco	12,564
Pinellas	10,392
Polk	71,724
Putnam	4,314
St. Johns	5,899
St. Lucie	6,925
Santa Rosa	2,877
Sarasota	3,570
Seminole	13,600
Sumter	4,081
Suwanne	4,458
Taylor	678
Union	1,235
Volusia	9,276
Wakulla	241
Walton	1,942
Washington	1,047
Total	474,516
GEORGIA	
Appling	5,406
Atkinson	2,828
Bacon	4,164
Baker	4,316
Baldwin	2,537
Banks	1,690
Barrow	4,050
Bartow	4,733
Ben Hill	3,844
Berrien	8,710
Bibb	3,842
Bleckley	3,574
Brantley	2,098
Brooks	8,435
Bryan	1,645
Bullock	13,568
Burke	7,890
Butts	2,021
Calhoun	5,640
Camden	800
Candler	4,386
Carroll	5,372
Catoosa	2,779
Charlton	845
Chatman	3,329
Chattahoochee	146
Chattooga	2,357
Cherokee	21,893
Clarke	1,945
Clay	3,799
Clayton	1,787
Clinch	1,104
Cobb	3,209
Coffee	9,949
Colquit	15,105
Columbia	1,888
Cook	6,628
Coweta	3,453
Crawford	1,587
Crisp	6,808
Dade	750
Dawson	2,632
Decatur	8,827
De Kalb	3,252
Dodge	6,445
Dooly	8,072
Dougherty	3,842
Douglas	1,019
Early	11,933
Echols	980
Effingham	2,013
Elbert	2,918
Emanuel	7,364
Evans	2,819
Fannin	805
Fayette	2,952
Floyd	4,072
Forsyth	9,760
Franklin	4,173
Fulton	6,280
Gilmer	1,213
Glascock	1,420
Glynn	739
Gordon	4,649
Grady	9,825
Greene	2,326
Gwinnett	4,863
Habersham	2,184
Hall	12,476
Hancock	2,673
Haralson	2,182
Harris	2,497
Hart	4,865
Heard	1,296
Henry	4,374
Houston	5,618
Irwin	9,089
Jackson	6,348
Jasper	3,432
Jeff Davis	4,516
Jefferson	6,008
Jenkins	4,386
Johnson	4,088
Jones	1,684
Lamar	1,652
Lanier	2,679
Laurens	10,515
Lee	5,034
Liberty	728
Lincoln	1,023
Long	940
Lowndes	7,581
Lumpkin	3,510
McDuffie	2,232
McIntosh	191
Macon	5,756
Madison	4,041
Marion	1,722
Meriwether	5,522
Miller	6,429
Mitchell	12,259
Monroe	2,971
Montgomery	3,986
Morgan	6,226
Murray	2,391
Muscogee	1,256
Newton	3,013
Oconee	3,606
Oglethorpe	3,207
Paulding	1,666
Peach	3,726
Pickens	2,207
Pierce	6,544
Pike	3,466
Polk	2,817
Pulaski	4,126
Putnam	3,096
Quitman	1,103
Rabun	660
Randolph	6,625
Richmond	2,623
Rockdale	1,000
Schley	1,007
Screven	8,001
Seminole	5,702
Spaulding	2,791
Stephens	1,116
Stewart	3,019
Sumpter	9,005
Talbot	1,211
Taliaferro	901
Tattnal	7,256
Taylor	3,702
Telfair	4,226
Terrell	7,110
Thomas	8,194
Tift	11,232
Toombs	8,057
Towns	933
Truetlen	2,776
Troup	1,670
Turner	7,100
Twiggs	1,776
Union	1,254
Upson	2,822
Walker	3,886
Walton	6,719
Ware	3,964
Warren	2,877
Washington	6,779
Wayne	4,226
Webster	2,402
Wheeler	3,208
White	2,819
Whitfield	3,577
Wilcox	6,466
Wilkes	3,713
Wilkenson	1,806
Worth	14,127
Total	601,170

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

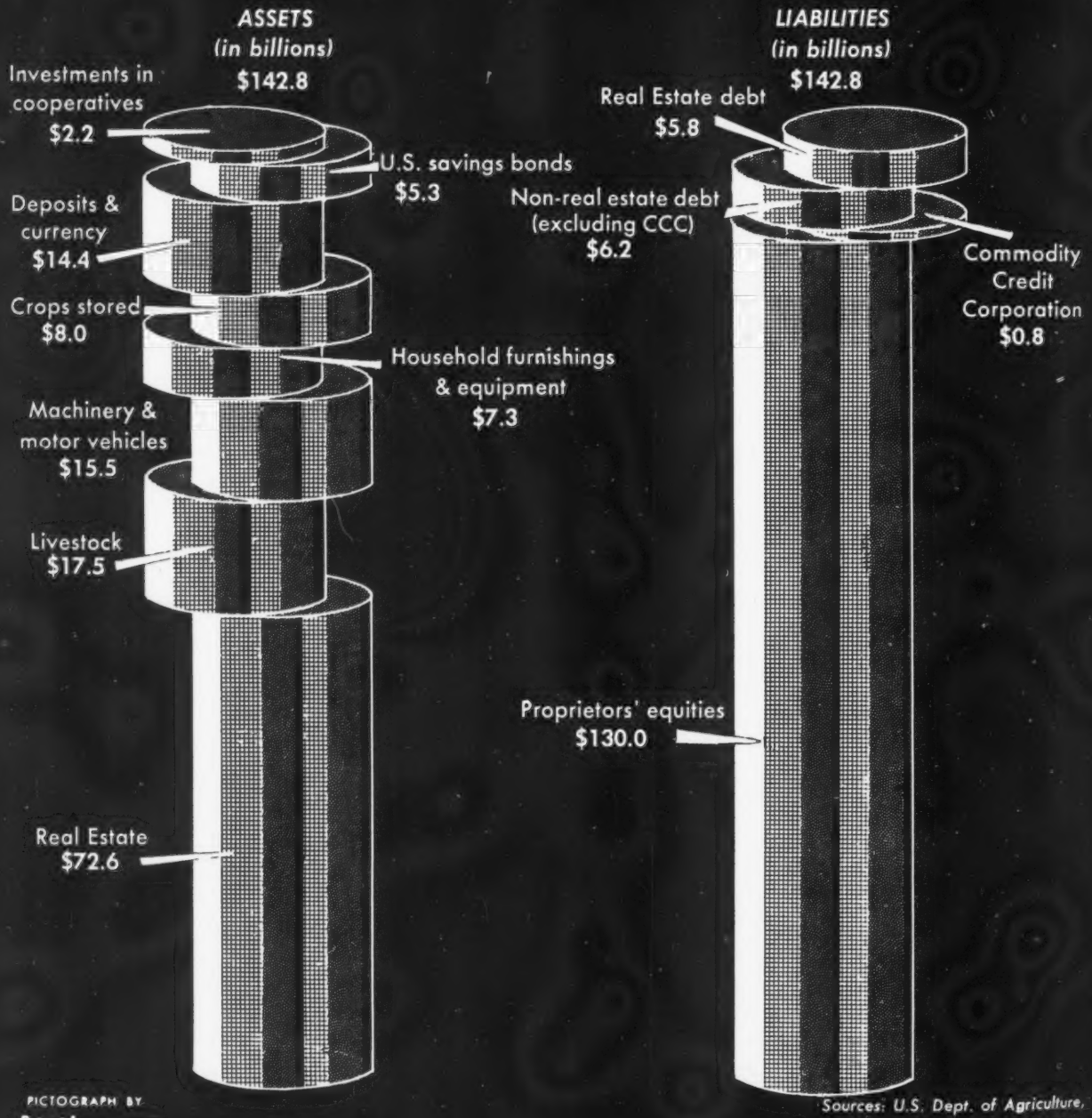
STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
IDAHO	
Ada	15,353
Adams	3,411
Bannock	8,240
Bear Lake	4,691
Benewah	2,219
Bingham	28,063
Blaine	4,119
Boise	775
Bonner	2,667
Bonneville	19,407
Boundary	3,430
Butte	3,054
Camas	2,209
Canyon	25,946
Caribou	9,284
Cassia	17,109
Clark	2,288
Clearwater	1,370
Custer	3,473
Elmore	4,848
Franklin	9,452
Fremont	10,434
Gem	6,989
Gooding	11,625
Idaho	12,615
Jefferson	12,339
Jerome	15,124
Kootenai	4,433
Latah	10,707
Lemhi	5,285
Lewis	7,909
Lincoln	5,077
Madison	10,070
Minidoka	11,650
Nez Perce	10,261
Oneida	6,805
Owyhee	11,269
Payette	7,724
Power	7,255
Shoshone	455
Teton	4,296
Twin Falls	40,179
Valley	1,467
Washington	8,005
Total	393,063
ILLINOIS	
Adams	25,456
Alexander	2,747
Bond	9,375
Boone	16,216
Brown	7,474
Bureau	46,720
Calhoun	5,183
Carroll	23,066
Cass	14,470
Champaign	48,987
Christian	33,787
Clark	12,780
Clay	6,964
Clinton	13,370
Coles	20,743
Cook	37,231
Crawford	9,882
Cumberland	8,389
De Kalb	54,585
De Witt	18,992
Douglas	20,300
Du Page	15,200
Edgar	27,065
Edwards	5,657
Effingham	10,531
Fayette	13,298
Ford	22,170
Franklin	4,916
Fulton	29,660
Gallatin	6,068
Greene	20,309
Grundy	17,261
Hamilton	4,897
Hancock	29,704
Hardin	1,156
Henderson	15,186
Henry	50,887
Iroquois	47,677
Jackson	8,450
Jasper	11,182
Jefferson	8,256
Jersey	10,870
Jo Daviess	19,018
Johnson	3,213
Kane	44,869
Kankakee	28,030
Kendall	19,019
Knox	31,072
Lake	14,625
La Salle	54,510
Lawrence	6,374
Lee	35,585
Livingston	47,951
Logan	32,589
McDonough	25,688
McHenry	31,125
McLean	61,330
Macon	27,991
Macoupin	28,141
Madison	22,588
Marion	8,706
Marshall	16,998
Mason	15,653
Massac	4,112
Menard	14,838
Mercer	25,650
Monroe	9,252
Montgomery	22,774
Moogan	24,602
Moultrie	15,502
Ogle	39,823
Peoria	21,531
Perry	5,122
Piatt	23,277
Pike	24,234
Pope	2,632
Pulaski	3,703
Putnam	6,899
Randolph	12,859
Richland	5,852
Rock Island	16,541
Saint Clair	19,502
Saline	5,519
Sangamon	42,301
Schuyler	11,464
Scott	10,069
Shelby	24,029
Stark	14,194
Stephenson	30,678
Tazewell	28,150
Union	6,833
Vermilion	38,546
Wabash	3,905
Warren	32,952
Washington	13,310
Wayne	9,690
White	9,387
Whiteside	38,400
Will	31,408
Williamson	3,048
Winnebago	22,324
Woodford	24,511
Total	2,071,615
INDIANA	
Adams	13,848
Allen	23,883
Bartholemew	12,940
Benton	21,698
Blackford	5,722
Boone	21,533
Brown	1,211
Carrol	20,126
Cass	17,860
Clark	7,193
Clay	8,207
Clinton	22,687
Crawford	2,320
Daviess	12,794
Dearborn	5,748
Decatur	15,988
De Kalb	12,237
Delaware	16,224
Dubois	10,243
Elkhart	22,035
Fayette	7,867
Floyd	3,249
Fountain	13,101
Franklin	9,754
Fulton	13,947
Gibson	13,478
Grant	17,766
Greene	9,531
Hamilton	18,759
Hancock	12,565
Harrison	8,703
Hendricks	19,782
Henry	16,603
Howard	15,948
Huntington	15,390
Jackson	9,825
Jasper	22,377
Jay	11,391
Jefferson	6,957
Jennings	5,093
Johnson	14,149
Knox	19,396
Kosciusko	24,748
Lagrange	13,121
Lake	15,468
La Porte	18,794
Lawrence	5,350
Madison	19,354
Marion	14,128
Marshall	18,634
Martin	2,349
Miami	15,094
Monroe	3,550
Montgomery	22,902
Morgan	10,437
Newton	15,088
Noble	14,915
Ohio	2,286
Orange	5,732
Owen	4,510
Parke	12,510
Perry	3,154
Pike	5,148
Porter	13,578
Posey	12,104
Pulaski	14,506
Putnam	15,521
Randolph	18,285
Ripley	8,751
Rush	22,142
St. Joseph	14,913
Scott	2,988
Shelby	16,648
Spencer	9,944
Starke	11,883
Steuben	9,610
Sullivan	10,500
Switzerland	4,783
Tippecanoe	22,081
Tipton	14,679
Union	7,245
Vanderburgh	7,542
Vermillion	8,819
Vigo	10,759
Wabash	16,579
Warren	13,192
Warrick	6,212
Washington	11,895
Wayne	19,401
Wells	14,970
White	22,053
Whitley	13,072
Total	1,184,049
IOWA	
Adair	20,224
Adams	13,948
Allamakee	16,183
Appanoose	8,654
Audubon	22,529
Benton	37,425
Black Hawk	28,623
Boone	27,047
Bremer	20,110
Buchanan	23,452
Buena Vista	32,107
Butler	24,850
Calhoun	25,360
Carroll	27,287
Cass	24,356
Cedar	37,460
Cerro Gordo	25,548
Cherokee	39,528
Chickasaw	17,290
Clarke	10,203
Clay	29,031
Clayton	26,808
Clinton	46,357
Crawford	33,492
Dallas	27,451
Davis	9,005
Decatur	10,119
Delaware	26,610
Des Moines	17,209
Dickinson	15,699
Dubuque	26,796
Emmet	15,744
Fayette	28,575
Floyd	22,020
Franklin	32,338
Fremont	18,872
Greene	25,666
Grundy	27,784
Guthrie	20,831
Hamilton	30,225
Hancock	27,290
Hardin	28,809
Harrison	24,663
Henry	18,015
Howard	14,749
Humboldt	21,744
Ida	27,407
Iowa	28,822
Jackson	22,023
Jasper	31,898
Jefferson	12,433
Johnson	31,951
Jones	34,296
Keokuk	23,126
Kossuth	45,944
Lee	13,581
Linn	33,264
Louisa	16,925
Lucas	9,865
Lyon	30,089
Madison	17,841
Mahaska	25,534
Marion	23,078
Marshall	30,021
Mills	18,229
Mitchell	22,746
Monona	24,073
Monroe	8,108
Montgomery	18,315
Muscatine	21,691
O'Brien	34,218
Osceola	19,799
Page	28,594
Palo Alto	26,138
Plymouth	49,222
Pocahontas	28,294
Polk	25,252
Pottowatamie	56,207
Poweshiek	25,639
Ringgold	12,895
Sac	31,766
Scott	27,097
Shelby	30,974
Sioux	53,882
Story	28,783
Tama	34,574
Taylor	16,805
Union	11,514
Van Buren	9,829
Wapello	11,988
Warren	17,012
Washington	29,543
Wayne	12,164
Webster	27,700
Winnebago	18,497
Winneshiek	24,073

the farmer is BIGGER than wall street!



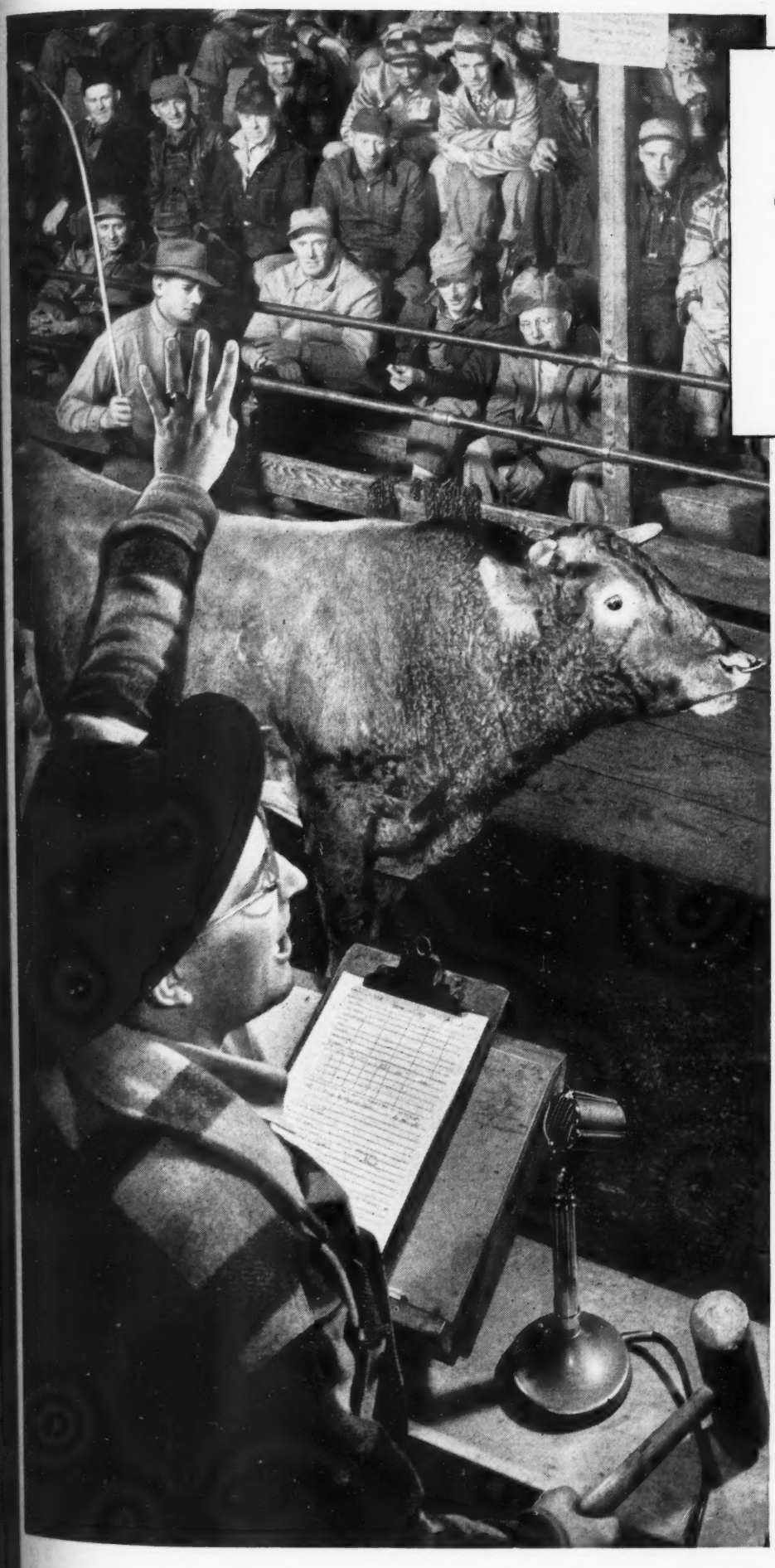
Well, he is to this extent: the nation's farmers could pay off all their debts tomorrow and have left the tidy sum of $130.0 billion, while the market value of all stocks listed on the New York Stock Exchange was only $109.5 billion as of the closing day of 1951.

Here is the 1951 balance sheet of agriculture:



PICTOGRAPH BY
Sales Management
5-10-52

Sources: U.S. Dept. of Agriculture, Federal Reserve System, New York Stock Exchange



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Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
IOWA (Cont.)	
Woodbury	42,142
Worth	18,034
Wright	27,442
Total	2,457,424
KANSAS	
Allen	7,820
Anderson	10,065
Atchison	9,703
Barber	13,515
Barton	12,520
Bourbon	8,668
Brown	19,256
Butler	23,211
Chase	8,644
Chautauqua	5,139
Cherokee	6,142
Cheyenne	6,434
Clark	11,485
Clay	10,817
Cloud	10,154
Coffey	12,670
Comanche	10,161
Cowley	16,291
Crawford	7,982
Decatur	8,214
Dickinson	16,812
Doniphan	10,146
Douglas	10,344
Edwards	7,932
Elk	5,881
Ellis	7,776
Ellsworth	8,645
Finney	14,603
Ford	12,752
Franklin	11,703
Geary	5,508
Gove	9,282
Graham	6,081
Grant	7,602
Gray	9,781
Greeley	4,902
Greenwood	14,765
Hamilton	7,469
Harper	13,346
Harvey	12,241
Haskell	7,526
Hodgeman	7,190
Jackson	10,115
Jefferson	11,664
Jewel	10,797
Johnson	11,442
Kearney	6,118
Kingman	11,587
Kiowa	8,595
Labette	9,092
Lane	8,819
Leavenworth	9,500
Lincoln	9,391
Linn	8,522
Logan	5,886
Lyon	18,563
McPherson	18,661
Marion	15,098
Marshall	14,409
Meade	10,959
Miami	10,097
Mitchell	10,214
Montgomery	6,796
Morris	11,055
Morton	7,025
Nemaha	16,434
Neosho	7,339
Ness	10,692
Norton	6,692
Osage	14,000
Osborne	7,912
Ottawa	9,312
Pawnee	11,258
Phillips	6,423
Pottawatomie	12,350
Pratt	9,016
Rawlins	7,897
Reno	19,290
Republic	11,871
Rice	9,666
Riley	9,214
Rooks	6,758
Rush	10,119
Russell	7,107
Saline	10,572
Scott	9,187
Sedgwick	17,835
Seward	5,016
Shawnee	12,491
Sheridan	7,603
Sherman	9,423
Smith	8,795
Stafford	8,103
Stanton	11,341
Stevens	9,199
Sumner	19,095
Thomas	10,334
Trego	5,808
Wabaunsee	11,281
Wallace	5,420
Washington	14,794
Wichita	5,270
Wilson	7,110
Woodson	4,953
Wyandotte	7,204
Total	1,069,765
KENTUCKY	
Adair	5,148
Allen	4,113
Anderson	3,858
Ballard	4,708
Barren	11,999
Bath	6,012
Bell	232
Boone	5,129
Bourbon	15,518
Boyd	1,041
Boyle	7,523
Bracken	5,469
Breathitt	1,069
Breckenridge	6,225
Bullitt	3,006
Butler	2,593
Caldwell	3,768
Calloway	5,270
Campbell	2,875
Carlisle	3,042
Carroll	3,306
Carter	2,483
Casey	5,424
Christian	12,308
Clark	11,329
Clay	2,072
Clinton	1,933
Crittenden	2,815
Cumberland	2,673
Davies	10,550
Edmonson	2,303
Elliott	1,590
Estill	1,532
Fayette	19,320
Fleming	7,774
Floyd	511
Franklin	5,462
Fulton	6,290
Gallatin	1,935
Garrad	8,357
Grant	5,524
Graves	8,916
Grayson	4,653
Green	4,763
Greenup	2,143
Hancock	2,530
Hardin	7,318
Harlan	250
Harrison	9,478
Hart	7,176
Henderson	9,229
Henry	8,256
Hickman	5,056
Hopkins	3,804
Jackson	2,139
Jefferson	9,882
Jessamine	7,669
Johnson	972
Kenton	3,044
Knott	287
Knox	1,223
Larue	5,033
Laurel	3,169
Lawrence	1,763
Lee	692
Leslie	343
Letcher	199
Lewis	4,003
Lincoln	7,800
Livingston	3,041
Logan	10,895
Lyon	2,351
McCracken	3,399
McCreary	267
McLean	3,848
Madison	12,634
Magoffin	1,288
Marion	7,686
Marshall	2,485
Martin	190
Mason	8,781
Meade	3,632
Menifee	989
Mercer	9,030
Metcalfe	4,388
Monroe	4,049
Montgomery	6,134
Morgan	3,235
Muhlenberg	2,840
Nelson	9,225
Nicholas	5,903
Ohio	3,903
Oldham	5,330
Owen	8,441
Owsley	1,247
Pendleton	6,041
Perry	329
Pike	553
Powell	881
Pulaski	7,193
Robertson	2,077
Rockcastle	2,492
Rowan	1,507
Russell	2,881
Scott	10,797
Shelby	13,623
Simpson	6,666
Spencer	5,197
Taylor	5,253
Todd	6,745
Trigg	4,576
Trimble	3,364
Union	7,396
Warren	12,215
Washington	8,648
Wayne	3,649
Webster	3,825
Whitley	1,030
Wolfe	1,430
Woodford	9,224
Total	588,749
LOUISIANA	
Acadia	19,044
Allen	3,999
Ascension	4,454
Assumption	8,488
Avoyelles	10,248
Beauregard	2,428
Bienville	3,138
Bossier	7,987
Caddo	14,921
Calcasieu	10,470
Caldwell	2,431
Cameron	2,789
Catahoula	4,312
Claiborne	5,005
Concordia	3,500
De Soto	7,313
East Baton Rouge	3,841
East Carrol	7,084
East Feliciana	3,711
Evangeline	11,778
Franklin	17,175
Grant	2,163
Iberia	8,867
Iberville	5,416
Jackson	800
Jefferson City	2,156
Jefferson Davis	16,883
Lafayette	10,589
Lafourche	7,513
La Salle	701
Lincoln	2,932
Livingston	2,677
Madison	6,464
Morehouse	11,125
Natchitoches	8,857
Orleans	1,042
Ouachita	6,229
Plaquemines	1,840
Pointe Coupee	7,281
Rapides	11,988
Red River	5,372
Richland	11,723
Sabine	2,421
St. Bernard	630
St. Charles	1,174
St. Helena	3,291
St. James	4,906
St. John the Baptist	2,715
St. Landry	18,290
St. Martin	7,827
St. Mary	7,773
St. Tammany	5,479
Tangipahoa	12,461
Tensas	6,710
Terrebonne	3,754
Union	3,467
Vermilion	18,815
Vernon	1,700
Washington	6,140
Webster	3,709
West Baton Rouge	3,295
West Carroll	7,256
West Feliciana	3,221
Winn	1,194
Total	410,604
MAINE	
Androscoggin	7,024
Aroostook	74,199
Cumberland	9,000
Franklin	3,400
Hancock	2,702
Kennebec	9,535
Knox	3,947
Lincoln	3,719
Oxford	6,431
Penobscot	14,191
Piscatquis	3,272
Sagadahoc	1,472
Somerset	8,075
Waldo	11,000
Washington	3,200
York	7,871
Total	171,836
MARYLAND	
Allegany	1,852
Anne Arundel	8,955
Baltimore	17,335
Calvert	4,955
Caroline	10,463
Carroll	10,499
Cecil	9,700
Charles	6,757
Dorchester	9,220
Frederick	26,015
Garrett	5,462
Harford	14,412
Howard	7,327
Kent	6,775
Montgomery	17,430
Prince George's	11,499
Queen Annes	10,650
Saint Marys	6,295
Somerset	9,913
Talbot	9,000
Washington	14,113
Wicomico	26,013
Worcester	23,127
Total	270,000

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
MASSACHUSETTS	
Barnstable	3,759
Berkshire	10,834
Bristol	21,001
Dukes	393
Essex	16,897
Franklin	14,347
Hampden	16,592
Hampshire	21,602
Middlesex	34,478
Nantucket	33
Norfolk	15,519
Plymouth	20,148
Suffolk	1,008
Worcester	34,882
Total	211,493
MICHIGAN	
Alcona	2,185
Alger	1,407
Allegan	24,345
Alpena	3,425
Antrim	4,368
Arenac	4,078
Baraga	1,264
Barry	10,853
Bay	15,392
Benzie	2,353
Berrien	28,477
Branch	14,483
Calhoun	16,328
Cass	10,288
Charlevoix	2,893
Cheboygan	1,959
Chippewa	3,191
Clare	3,343
Clinton	16,809
Crawford	143
Delta	4,838
Dickinson	1,786
Eaton	15,888
Emmet	2,376
Genesee	13,550
Gladwin	3,703
Gogebic	1,071
Grand Traverse	8,328
Gratiot	19,940
Hillsdale	16,606
Houghton	4,283
Huron	26,858
Ingham	14,973
Ionia	15,241
Iosco	1,907
Iron	1,460
Isabella	12,002
Jackson	15,492
Kalamazoo	13,706
Kalkaska	1,315
Kent	22,390
Keweenaw	83
Lake	1,059
Lapeer	17,964
Leelanau	4,762
Lenawee	28,716
Livingston	10,305
Luce	675
Mackinac	1,016
Macomb	18,039
Manistee	3,104
Marquette	1,821
Mason	6,356
Mecosta	6,361
Menominee	7,445
Midland	6,115
Missaukee	4,255
Monroe	20,892
Montcalm	14,262
Montmorency	1,041
Muskegon	5,990
Newaygo	7,773
Oakland	15,454
Oceana	8,855
Ogemaw	2,956
Ontonagon	2,123
Osceola	5,058
Oscoda	866
Otsego	1,460
Ottawa	18,634
Presque Isle	4,339
Roscommon	253
Saginaw	25,764
St. Clair	16,264
St. Joseph	11,159
Sanilac	29,155
Schoolcraft	737
Shiawassee	15,643
Tuscola	25,809
Van Buren	16,879
Washtenaw	19,521
Wayne	10,009
Wexford	2,125
Total	786,394
MINNESOTA	
Aitken	6,554
Anoka	6,807
Becker	12,955
Baltrami	4,453
Benton	8,170
Big Stone	8,831
Blue Earth	28,811
Brown	23,453
Carlton	6,151
Carver	16,437
Cass	4,870
Chippewa	19,404
Chisago	9,561
Clay	22,978
Clearwater	4,560
Cook	88
Cottonwood	25,509
Crow Wing	4,218
Dakota	16,730
Dodge	16,021
Douglas	14,433
Faribault	31,169
Fillmore	25,219
Freeborn	32,418
Goodhue	22,346
Grant	12,035
Hennepin	16,632
Houston	13,568
Hubbard	3,326
Isanti	7,491
Itasca	3,677
Jackson	30,659
Kanabec	6,062
Kandiyohi	24,835
Kittson	13,620
Koochiching	2,211
Lac Qui Parle	21,195
Lake	371
Lake of the Wood	2,755
Le Sueur	15,671
Lincoln	15,039
Lyon	25,309
McLeod	21,300
Mahnomen	4,400
Marshall	17,486
Martin	33,597
Meeker	20,056
Mille Lacs	7,951
Morrison	13,086
Mower	25,860
Murray	25,971
Nicollet	16,583
Nobles	29,200
Norman	14,545
Olmsted	21,258
Otter Tail	37,669
Pennington	5,045
Pine	10,213
Pipestone	17,368
Polk	32,476
Pope	13,443
Ramsey	4,423
Red Lake	4,447
Redwood	31,016
Renville	36,376
Rice	18,348
Rock	19,945
Roseau	10,555
Saint Louis	9,068
Scott	12,024
Sherburne	5,879
Sibley	22,564
Stearns	31,759
Steele	17,763
Stevens	13,073
Swift	17,825
Todd	17,991
Traverse	11,648
Wabasha	14,397
Wadena	5,733
Waseca	15,542
Washington	12,138
Watonwan	17,548
Wilkin	13,275
Winona	15,708
Wright	24,104
Yellow Medicine	23,943
Total	1,381,199
MISSISSIPPI	
Adams	1,812
Alcorn	5,692
Amite	5,552
Attala	4,621
Benton	2,938
Bolivar	42,197
Calhoun	6,672
Carroll	4,692
Chickasaw	5,399
Choctaw	1,754
Claiborne	3,056
Clarke	2,453
Clay	3,884
Coahoma	34,425
Copiah	6,597
Covington	3,433
De Soto	14,620
Forrest	1,771
Franklin	1,477
George	1,777
Greene	1,122
Genada	4,213
Hancock	1,343
Harrison	1,934
Hinds	8,836
Holmes	12,058
Humphreys	15,727
Issaquena	4,017
Itawamba	5,819
Jackson	1,367
Jasper	3,463
Jefferson	2,571
Jefferson Davis	3,878
Jones	5,348
Kemper	3,031
Lafayette	5,040
Lamar	2,904
Lauderdale	3,560
Lawrence	2,668
Leake	5,161
Lee	10,405
Leflore	28,966
Lincoln	3,938
Lowndes	7,572
Madison	9,092
Marion	4,561
Marshall	8,768
Monroe	10,324
Montgomery	2,713
Neshoba	5,481
Newton	4,522
Noxubee	7,583
Oktibbeha	5,778
Panola	11,009
Pearl River	7,271
Perry	1,348
Pike	4,441
Pontotoc	8,024
Prentiss	7,138
Quitman	19,169
Rankin	5,913
Scott	5,810
Sharkey	7,387
Simpson	5,238
Smith	6,736
Stone	1,391
Sunflower	48,035
Tallahatchie	20,303
Tate	8,673
Tippah	6,201
Tishomingo	4,361
Tunica	19,639
Union	7,244
Walthall	5,632
Warren	3,467
Washington	32,703
Wayne	2,438
Webster	3,482
Wilkinson	1,999
Winston	3,927
Yalobusha	4,565
Yazoo	13,991
Total	636,120
MISSOURI	
Adair	8,569
Andrew	15,266
Atchison	18,392
Audrain	16,322
Barry	11,075
Barton	9,630
Bates	16,646
Benton	7,127
Bollinger	4,721
Boone	11,696
Buchanan	13,559
Butler	8,215
Caldwell	10,554
Callaway	12,466
Camden	3,090
Cape Girardeau	11,884
Carroll	18,181
Carter	766
Cass	17,720
Cedar	6,572
Charlton	16,906
Christian	9,595
Clark	9,957
Clay	19,989
Clinton	23,493
Cole	7,037
Cooper	15,130
Crawford	4,337
Dade	8,641
Dallas	6,056
Daviess	13,232
De Kalb	12,637
Dent	3,322
Douglas	6,043
Dunklin	33,228
Franklin	14,125
Gasconade	4,960
Gentry	12,763
Greene	17,705
Grundy	8,719
Harrison	16,287
Henry	12,836
Hickory	4,212
Holt	12,721
Howard	10,870
Howell	6,117
Iron	1,824
Jackson	19,664
Jasper	13,287
Jefferson	6,759
Johnson	18,958
Knox	8,939
Laclede	7,599
Lafayette	24,102
Lawrence	13,637
Lewis	10,497
Lincoln	12,614
Linn	12,843
Livingston	11,797
McDonald	7,263
Macon	12,975
Madison	2,135
Maries	3,916
Marion	11,564
Mercer	6,572
Miller	7,389
Mississippi	20,369
Moniteau	6,387

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
Monroe	13,134
Montgomery	8,732
Morgan	5,639
New Madrid	37,429
Newton	10,364
Nodaway	28,484
Oregon	5,390
Osage	7,569
Ozark	3,333
Pemiscot	34,818
Perry	10,125
Pettis	17,157
Phelps	3,994
Pike	15,388
Platte	14,891
Polk	12,821
Pulaski	3,437
Putnam	8,351
Ralls	9,632
Randolph	8,763
Ray	15,100
Reynolds	1,714
Ripley	2,919
St. Charles	14,486
St. Clair	7,323
St. Francois	3,678
St. Louis	15,006
St. Genvieve	5,507
Saline	25,887
Schuyler	5,378
Scotland	9,814
Scott	16,481
Shannon	2,220
Shelby	11,182
Stoddard	25,929
Stone	5,404
Sullivan	10,738
Taney	3,154
Texas	7,944
Vernon	12,379
Warren	5,250
Washington	3,257
Wayne	2,156
Webster	9,158
Worth	6,708
Wright	7,056
Total	1,273,728

MONTANA

Beaverhead	13,544
Big Horn	16,087
Blaine	12,720
Broadwater	5,746
Carbon	10,564
Carter	6,939
Cascade	18,243
Cheuteau	23,035
Custer	8,581
Daniels	4,856
Dawson	7,510
Deer Lodge	1,620
Fallon	4,970
Fergus	22,443
Flathead	9,535
Gallatin	15,781
Garfield	5,495
Glacier	5,802
Golden Valley	3,147
Granite	2,504
Hill	8,856
Jefferson	3,133
Judith Basin	10,958
Lake	9,451
Lewis & Clarke	6,966
Liberty	6,873
Lincoln	943
McCone	7,356
Madison	9,870
Meagher	4,160
Mineral	259
Missoula	3,949
Musselshell	4,324
Park	7,737
Petroleum	2,932
Phillips	8,151
Pondera	13,971
Powder River	9,031
Powell	5,403
Prairie	3,724
Ravalli	9,924
Richland	13,117
Roosevelt	9,311
Rosebud	10,307
Sanders	3,110
Sheridan	8,012
Silver Bow	1,335
Stillwater	8,148
Sweet Grass	5,886
Teton	16,735
Toole	9,812
Treasure	3,339
Valley	11,428
Wheatland	4,848
Wibaux	3,160
Yellowstone	17,319
Total	462,960

NEBRASKA

Adams	9,402
Antelope	15,629
Arthur	2,553
Banner	6,862
Blaine	2,649
Boone	12,094
Box Butte	14,507
Boyd	5,195
Brown	5,177
Buffalo	17,581
Burt	20,339
Butler	13,352
Cass	17,063
Cedar	23,194
Chase	5,911
Cherry	20,966
Cheyenne	19,681
Clay	9,728
Colfax	13,107
Cuming	39,242
Custer	25,031
Dakota	8,197
Dawes	9,253
Dawson	30,246
Deuel	6,175
Dixon	14,692
Dodge	20,861
Douglas	21,700
Dundy	6,817
Fillmore	11,616
Franklin	6,770
Frontier	8,790
Furnas	8,315
Gage	20,802
Garden	9,121
Garfield	3,260
Gosper	5,816
Grant	4,057
Greeley	6,741
Hall	17,789
Hamilton	14,307
Harlan	7,410
Hayes	5,647
Hitchcock	6,445
Holt	17,314
Hooker	1,131
Howard	8,951
Jefferson	10,968
Johnson	8,112
Kearney	9,270
Keith	13,037
Keyopaha	4,894
Kimball	7,890
Knox	19,846
Lancaster	20,223
Lincoln	18,805
Logan	2,518
Loup	2,683
McPherson	2,098
Madison	15,705
Merrick	13,245
Morrill	11,845
Nance	8,191
Nemaha	10,534
Nuckolls	10,421
Otoe	17,041
Pawnee	7,294
Perkins	8,949
Phelps	11,806
Pierce	14,280
Platte	17,393
Polk	12,016
Red Willow	7,863
Richardson	16,881
Rock	4,821
Saline	13,005
Sarpy	15,501
Saunders	19,999
Scotts Bluff	37,091
Seward	15,334
Sheridan	15,838
Sherman	6,477
Sioux	8,710
Stanton	15,587
Thayer	10,911
Thomas	1,702
Thurston	13,003
Valley	12,870
Washington	16,005
Wayne	22,771
Webster	6,509
Wheeler	3,002
York	15,630
Total	1,139,860

NEVADA

Churchill	6,878
Clark	2,301
Douglas	4,084
Elko	15,430
Esmeralda	309
Eureka	1,972
Humboldt	5,239
Lander	1,929
Lincoln	1,427
Lyon	6,547
Mineral	193
Nye	1,778
Ormsby	314
Pershing	3,577
Storey	120
Washoe	5,220
White Pine	4,144
Total	61,467

NEW HAMPSHIRE

Belknap	3,068
Carroll	1,871
Cheshire	5,483
Coos	5,082
Grafton	8,186
Hillsborough	17,787
Merrimack	10,517
Rockingham	14,122
Strafford	6,281
Sullivan	3,776
Total	76,151

NEW JERSEY

Atlantic	15,042
Bergen	12,433
Burlington	29,524
Camden	6,849
Cape May	3,612
Cumberland	35,433
Essex	4,102
Gloucester	24,243
Hudson	9,984
Hunterdon	26,657
Mercer	14,251
Middlesex	17,774
Monmouth	43,014
Morris	12,203
Ocean	21,250
Passaic	5,047
Salem	21,772
Somerset	12,285
Sussex	19,320
Union	6,809
Warren	17,322
Total	358,926

NEW MEXICO

Bernalillo	4,708
Catron	3,216
Chaves	24,210
Colfax	8,752
Curry	17,576
De Baca	5,056
Dona Ana	31,526
Eddy	18,918
Grant	3,673
Gaudalupe	4,719
Harding	4,433
Hidalgo	4,744
Lea	11,844
Lincoln	5,331
Los Alamos	
Luna	6,511
McKinley	2,931
Mora	3,419
Otero	3,369
Quay	12,821
Rio Arriba	3,019
Roosevelt	20,144
Sandoval	1,218
San Juan	4,788
San Miguel	6,888
Santa Fe	2,811
Sierra	2,798
Socorro	3,413
Taos	1,194
Torrance	3,579
Union	13,471
Valencia	6,595
Total	247,803

NEW YORK

Albany	9,099
Allegany	13,199
Bronx	299
Broome	13,679
Cattaraugus	20,999
Cayuga	22,947
Chautauqua	27,294
Chemung	8,117
Chenango	25,199
Clinton	14,492
Columbia	16,179
Cortland	15,596
Delaware	34,899
Dutchess	22,502
Erie	29,831
Essex	5,259
Franklin	13,994
Fulton	3,749
Genesee	17,251
Greene	9,917
Hamilton	99
Herkimer	17,222
Jefferson	26,231
Kings (Brooklyn)	1,979
Lewis	15,241
Livingston	19,825
Madison	22,795
Monroe	25,994
Montgomery	12,649
Nassau	15,282
New York (including all Manhattan)	
Niagara	16,134
Oneida	32,819
Onondaga	23,354
Ontario	19,994
Orange	22,903
Orleans	13,791
Oswego	18,419

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
Otsego	29,855
Putnam	2,927
Queens	4,778
Rensselaer	11,473
Richmond	1,545
Rockland	3,433
St. Lawrence	31,429
Saratoga	8,911
Schenectady	3,042
Schoharie	15,499
Schuyler	5,135
Seneca	8,289
Steuben	23,650
Suffolk	50,986
Sullivan	12,825
Tioga	12,653
Tompkins	11,105
Ulster	18,652
Warren	1,319
Washington	17,444
Wayne	26,926
Westchester	8,146
Wyoming	19,261
Yates	8,791
Total	970,939
NORTH CAROLINA	
Alamance	6,779
Alexander	2,968
Alleghany	2,591
Anson	6,582
Ashe	4,820
Avery	1,852
Beaufort	15,068
Bertie	14,443
Bladen	10,034
Brunswick	4,600
Buncombe	6,466
Burke	1,557
Cabarrus	4,302
Caldwell	1,823
Camden	2,729
Carteret	2,492
Caswell	9,511
Catawba	4,832
Chatham	9,508
Cherokee	1,098
Chowan	4,234
Clay	1,077
Cleveland	14,730
Columbus	23,838
Craven	9,626
Cumberland	9,133
Currituck	3,168
Dare	32
Davidson	6,324
Davie	3,253
Duplin	19,580
Durham	4,210
Edgecombe	24,286
Forsythe	6,928
Franklin	16,144
Gaston	4,372
Gates	4,084
Graham	534
Granville	13,941
Greene	17,750
Guilford	13,760
Halifax	20,162
Harnett	21,690
Haywood	3,952
Henderson	3,583
Hertford	9,319
Hoke	6,088
Hyde	1,507
Iredell	9,357
Jackson	1,126
Johnston	34,669
Jones	6,631
Lee	5,325
Lenoir	19,147
Lincoln	5,775
McDowell	998
Macon	1,578
Madison	5,148
Martin	16,788
Mecklenburg	7,173
Mitchell	1,175
Montgomery	2,565
Moore	7,797
Nash	29,798
New Hanover	2,442
Northampton	15,118
Onslow	7,281
Orange	5,759
Pamlico	3,285
Pasquotank	5,022
Pender	5,794
Perquimans	3,248
Person	10,054
Pitt	35,626
Polk	1,153
Randolph	7,609
Richmond	4,634
Robeson	35,110
Rockingham	12,830
Rowan	5,897
Rutherford	4,026
Sampson	21,677
Scotland	5,370
Stanly	4,257
Stokes	11,297
Surry	13,050
Swain	316
Transylvania	750
Tyrell	1,584
Union	11,857
Vance	9,381
Wake	26,413
Warren	8,988
Washington	2,333
Watauga	3,256
Wayne	23,510
Wilkes	9,192
Wilson	27,919
Yadkin	8,831
Yancey	2,302
Total	893,577
NORTH DAKOTA	
Adams	6,795
Barnes	16,859
Benson	11,057
Billings	3,008
Bottineau	19,255
Bowman	5,421
Burke	11,444
Burleigh	10,083
Cass	39,475
Cavalier	17,006
Dickey	9,589
Divide	9,775
Dunne	9,701
Eddy	5,280
Emmons	11,510
Foster	6,064
Golden Valley	4,567
Grand Forks	29,986
Grant	7,882
Griggs	7,731
Hettinger	6,884
Kidder	7,450
La Moure	9,934
Logan	6,636
McHenry	16,589
McIntosh	7,063
McKenzie	12,126
McLean	19,321
Mercer	8,238
Morton	12,570
Montrail	14,082
Nelson	10,932
Oliver	5,063
Pembina	24,745
Pierce	10,456
Ramsey	12,700
Ransom	9,446
Renville	11,572
Richland	27,690
Rolette	7,424
Sargent	10,357
Sheridan	7,393
Sioux	2,889
Slope	4,815
Stark	10,397
Steele	11,198
Stutsman	17,121
Towner	11,571
Traill	19,313
Walsh	29,143
Ward	23,580
Wells	12,749
Williams	14,101
Total	658,044
OHIO	
Adams	8,684
Allen	14,774
Ashland	9,783
Ashtabula	13,940
Athens	4,267
Auglaize	16,836
Belmont	7,118
Brown	11,564
Butler	16,189
Carroll	5,173
Champaign	16,832
Clark	17,103
Clermont	8,331
Clinton	17,716
Columbiana	11,653
Coshocton	8,753
Crawford	14,066
Cuyahoga	12,760
Darke	27,437
Defiance	12,872
Delaware	13,579
Erie	8,086
Fairfield	15,981
Fayette	16,737
Franklin	17,243
Fulton	21,752
Gallia	5,716
Geauga	7,892
Greene	16,390
Guernsey	4,911
Hamilton	10,029
Hancock	20,005
Hardin	17,295
Harrison	3,619
Henry	19,796
Highland	15,726
Hocking	2,596
Holmes	12,825
Huron	14,006
Jackson	2,994
Jefferson	3,490
Knox	13,111
Lake	7,027
Lawrence	3,374
Licking	17,286
Logan	14,148
Lorain	16,407
Lucas	13,057
Madison	18,974
Mahoning	9,653
Marion	12,806
Medina	13,189
Meigs	4,261
Mercer	19,618
Miami	18,743
Monroe	4,477
Montgomery	16,480
Morgan	4,535
Morrow	10,199
Muskingum	9,036
Noble	4,004
Ottawa	7,942
Paulding	11,289
Perry	4,406
Pickaway	20,051
Pike	3,611
Portage	10,957
Preble	17,413
Putnam	20,867
Richland	10,023
Ross	14,391
Sandusky	15,918
Scioto	5,161
Seneca	14,776
Shelby	15,492
Stark	16,921
Summit	7,188
Trumbull	10,259
Tuscarawas	9,795
Union	15,271
Van Wert	15,686
Vinton	1,385
Warren	13,651
Washington	6,934
Wayne	23,035
Williams	14,603
Wood	24,582
Wyandot	14,317
Total	1,082,818
OKLAHOMA	
Adair	2,697
Alfalfa	13,927
Atoka	3,655
Beaver	18,205
Beckham	11,833
Blaine	12,480
Bryan	7,511
Caddo	20,230
Canadian	14,632
Carter	3,231
Cherokee	2,222
Choctaw	2,750
Cimarron	13,991
Cleveland	4,124
Coal	2,942
Comanche	7,299
Cotton	7,105
Craig	6,878
Creek	3,719
Custer	12,103
Delaware	3,731
Dewey	8,138
Ellis	9,606
Garfield	17,730
Garvin	7,028
Grady	14,234
Grant	17,159
Greer	9,616
Harmon	9,790
Harper	11,532
Haskell	3,018
Hughes	4,458
Jackson	15,163
Jefferson	7,279
Johnston	3,770
Kay	14,226
Kingfisher	15,238
Kiowa	14,370
Latimer	1,462
Le Flore	3,715
Lincoln	4,982
Logan	6,186
Love	3,472
McClain	6,418
McCurtain	3,619
McIntosh	4,542
Major	9,397
Marshall	3,837
Mayes	4,005
Murray	3,110
Muskogee	7,069
Noble	7,887
Nowata	4,017
Okfuskee	3,252
Oklahoma	7,549
Okmulgee	4,103
Osage	17,622
Ottawa	4,324
Pawnee	5,078
Payne	6,117
Pittsburg	4,917
Pontotoc	4,114
Pottawatomie	5,240
Pushmataha	2,077
Roger Mills	7,868
Rogers	5,775
Seminole	3,004
Sequoyah	1,944
Stephens	5,492
Texas	25,413
Tillman	19,233
Tulsa	7,996
Wagoner	4,559

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
OKLAHOMA (Cont.)	
Washington	3,100
Washita	19,702
Woods	12,496
Woodward	9,791
Total	622,142
OREGON	
Baker	10,842
Benton	6,826
Clackamas	22,766
Clatsop	2,966
Columbia	6,263
Coos	5,870
Crook	6,965
Curry	2,578
Deschutes	5,297
Douglas	8,188
Gilliam	7,825
Grant	5,337
Harney	6,424
Hood River	8,040
Jackson	14,654
Jefferson	6,300
Josephine	5,751
Klamath	20,160
Lake	7,756
Lane	18,223
Lincoln	6,249
Linn	20,801
Malheur	29,575
Marion	34,353
Morrow	10,286
Multnomah	12,816
Polk	11,867
Sherman	8,229
Tillamook	7,578
Umatilla	30,586
Union	7,225
Wallowa	7,316
Wasco	8,910
Washington	20,911
Wheeler	2,352
Yamhill	17,498
Total	415,583
PENNSYLVANIA	
Adams	20,310
Allegheny	11,594
Armstrong	6,539
Beaver	9,670
Bedford	11,677
Berks	37,087
Blair	7,338
Bradford	24,547
Bucks	37,643
Butler	14,470
Cambria	5,710
Cameron	170
Carbon	2,984
Centre	11,178
Chester	50,421
Clarion	6,236
Clearfield	3,961
Clinton	3,290
Columbia	13,162
Crawford	16,589
Cumberland	15,839
Dauphin	12,800
Delaware	6,963
Elk	1,313
Erie	20,355
Fayette	4,508
Forest	415
Franklin	25,346
Fulton	4,245
Greene	5,519
Huntingdon	6,675
Indiana	8,699
Jefferson	5,253
Juniata	7,085
Lackawanna	7,584
Lancaster	112,944
Lawrence	8,591
Lebanon	18,664
Lehigh	18,074
Luzerne	9,143
Lycoming	9,780
McKean	2,968
Mercer	13,084
Mifflin	7,299
Monroe	3,381
Montgomery	25,475
Montour	3,585
Northampton	16,317
Northumberland	11,202
Perry	9,142
Philadelphia	2,465
Pike	2,402
Potter	6,694
Schuylkill	11,160
Snyder	6,411
Somerset	15,457
Sullivan	2,220
Susquehanna	17,634
Tioga	14,629
Union	5,823
Venango	4,338
Warren	6,441
Washington	14,364
Wayne	15,888
Westmoreland	14,372
Wyoming	7,388
York	41,710
Total	868,710
RHODE ISLAND	
Bristol	1,775
Kent	2,480
Newport	5,030
Providence	11,105
Washington	5,000
Total	25,370
SOUTH CAROLINA	
Abbeville	3,022
Aiken	8,577



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the Farmer-Stockman

OKLAHOMA CITY, OKLAHOMA

DALLAS, TEXAS

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Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
Allendale	3,314
Anderson	12,173
Bamberg	4,038
Barnwell	5,856
Beaufort	4,131
Berkeley	3,132
Calhoun	6,732
Charleston	7,058
Cherokee	6,541
Chester	4,681
Chesterfield	10,633
Clarendon	12,894
Colleton	4,884
Darlington	16,792
Dillon	17,545
Dorchester	3,878
Edgefield	4,733
Fairfield	2,831
Florence	28,698
Georgetown	3,504
Greenville	7,295
Greenwood	3,025
Hampton	3,731
Horry	33,137
Jasper	1,377
Kershaw	6,187
Lancaster	3,751
Laurens	7,795
Lee	10,402
Lexington	6,350
McCormick	1,501
Marion	12,845
Marlboro	11,668
Newberry	6,045
Oconee	3,920
Orangeburg	19,673
Pickens	3,314
Richland	6,238
Saluda	6,496
Spartanburg	13,336
Sumter	12,925
Union	2,729
Williamsburg	16,832
York	11,006
Total	387,165

SOUTH DAKOTA

Armstrong	531
Aurora	7,778
Beadle	14,152
Bennett	6,480
Bon Homme	11,715
Brookings	20,391
Brown	22,503
Brule	8,081
Buffalo	3,592
Butte	10,562
Campbell	4,828
Charles Mix	14,227
Clark	13,214
Clay	16,889
Codington	11,482
Corson	6,095
Custer	3,847
Davison	6,890
Day	12,768
Deuel	11,914
Dewey	4,097
Douglas	7,300
Edmunds	7,384
Fall River	5,194
Faulk	8,399
Grant	12,725
Gregory	10,066
Haakon	7,358
Hamlin	10,434
Hand	12,696
Hanson	6,463
Harding	6,635
Hughes	4,300
Hutchinson	14,211
Hyde	4,539
Jackson	2,601
Jerauld	6,261
Jones	4,387
Kingsbury	14,506
Lake	14,272
Lawrence	3,014
Lincoln	23,691
Lyman	8,923
McCook	10,870
McPherson	6,574
Marshall	11,633
Meade	12,845
Mellette	5,346
Miner	8,396
Minnehaha	36,086
Moody	17,798
Pennington	8,707
Perkins	9,290
Potter	7,493
Roberts	18,157
Sanborn	7,892
Shannon	3,479
Spink	17,672
Stanley	4,403
Sully	9,225
Todd	6,338
Tripp	13,482
Turner	20,218
Union	18,545
Walworth	6,045
Washabaugh	2,782
Yankton	15,683
Ziebach	4,435
Total	690,789

TENNESSEE

Anderson	1,205
Bedford	7,085
Benton	1,939
Bledsoe	1,888
Blount	4,524
Bradley	3,245
Campbell	1,596
Cannon	2,993
Carroll	7,377
Carter	1,863
Cheatham	3,029
Chester	3,147
Claiborne	5,075
Clay	1,989
Cocke	4,103
Coffee	4,395
Crockett	11,910
Cumberland	1,705
Davidson	8,387
Decatur	1,942
De Kalb	3,092
Dickson	3,504
Dyer	16,345
Fayette	10,118
Fentress	1,100
Franklin	6,921
Gibson	19,290
Giles	10,505
Grainger	3,652
Greene	12,572
Grundy	952
Hamblen	3,818
Hamilton	3,948
Hancock	2,673
Hardeman	6,292
Hardin	3,662
Hawkins	5,916
Haywood	12,121
Henderson	4,957
Henry	6,594
Hickman	2,880
Houston	760
Humphreys	1,800
Jackson	3,638
Jefferson	5,664
Johnson	3,180
Knox	7,599
Lake	9,657
Lauderdale	13,825
Lawrence	6,295
Lewis	498
Lincoln	11,682
Loudon	3,389
McMinn	4,407
McNairy	4,968
Macon	4,326
Madison	11,357
Marion	1,272
Marshall	6,875
Maury	10,524
Meigs	1,483
Monroe	4,797
Montgomery	8,182
Moore	1,765
Morgan	815
Obion	17,007
Overton	2,087
Perry	1,376
Pickett	958
Polk	1,138
Putnam	3,412
Rhea	1,245
Roane	1,530
Robertson	13,774
Rutherford	10,495
Scott	441
Sequatchie	683
Sevier	4,389
Shelby	18,079
Smith	7,174
Stewart	2,300
Sullivan	5,970
Sumner	11,335
Tipton	14,055
Trousdale	2,625
Unicoi	699
Union	1,701
Van Buren	477
Warren	3,937
Washington	7,372
Wayne	1,989
Weakley	10,745
White	3,263
Williamson	10,037
Wilson	9,470
Total	518,838

TEXAS

Anderson	5,126
Andrews	1,085
Angelina	1,794
Aransas	458
Archer	9,269
Armstrong	8,369
Atascosa	8,988
Austin	6,857
Bailey	12,872
Bandera	1,683
Bastrop	5,060
Baylor	8,029
Bee	6,000
Bell	12,842
Bexar	13,772
Blanco	2,484
Borden	3,170
Bosque	6,258
Bowie	4,848
Brazoria	12,467
Brazos	7,278
Brewster	4,492
Briscoe	8,204
Brooks	2,557
Brown	6,869
Burleson	7,246
Burnet	4,357
Caldwell	7,141
Calhoun	4,455
Callahan	5,200
Cameron	50,580
Camp	1,660
Carson	8,917
Cass	2,988
Castro	17,832
Chambers	6,288
Cherokee	6,068
Childress	10,513
Clay	7,534
Cochran	8,709
Coke	2,755
Coleman	9,746
Collin	17,389
Collingsworth	12,956
Colorado	10,174
Comal	2,117
Comanche	11,017
Concho	6,845
Cooke	6,826
Coryell	6,564
Cottle	10,218
Crane	334
Crockett	5,750
Crosby	18,882
Culberson	2,030
Dallam	10,032
Dallas	12,674
Dawson	30,220
Deaf Smith	16,183
Delta	5,590
Denton	12,214
De Witt	9,496
Dickens	9,159
Dimmit	5,301
Donley	10,536
Duval	4,500
Eastland	6,304
Ector	773
Edwards	3,554
Ellis	23,748
El Paso	24,434
Erath	8,594
Falls	12,870
Fannin	13,205
Fayette	10,231
Fisher	10,978
Floyd	22,178
Foard	6,172
Fort Bend	15,111
Franklin	2,162
Freestone	3,617
Frio	5,988
Gaines	5,128
Galveston	3,386
Garza	5,183
Gillespie	4,968
Glasscock	2,438
Goliad	3,828
Gonzales	17,122
Gray	6,584
Grayson	12,045
Gregg	1,101
Grimes	5,474
Gaudalupe	7,595
Hale	34,858
Hall	17,323
Hamilton	5,490
Hansford	14,687
Hardeman	7,596
Hardin	389
Harris	17,676
Harrison	4,557
Hartley	7,245
Haskell	20,846
Hays	3,636
Hemphill	4,857
Henderson	4,713
Hidalgo	64,582
Hill	17,784
Hockley	26,775
Hood	3,627
Hopkins	8,428
Houston	6,959
Howard	11,630
Hudspeth	6,722
Hunt	13,827
Hutchinson	8,710
Irion	2,897
Jack	4,889
Jackson	8,063
Jasper	1,882
Jeff Davis	4,238
Jefferson	8,346
Jim Hogg	2,373

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
Jim Wells	8,311
Johnson	8,178
Jones	15,729
Karnes	8,325
Kaufman	10,564
Kendall	2,131
Kenedy	947
Kent	3,571
Kerr	2,861
Kimble	3,217
King	2,167
Kinney	3,125
Kleberg	7,439
Knox	15,025
Lamar	10,511
Lamb	28,838
Lampasas	3,805
La Salle	4,966
Lavaca	8,867
Lee	4,000
Leon	3,756
Liberty	5,002
Limestone	9,893
Lipscomb	9,009
Live Oak	6,674
Llano	4,052
Loving	179
Lubbock	42,533
Lynn	28,407
McCulloch	8,980
McLennan	19,243
McMullen	1,848
Madison	2,664
Marion	808
Martin	11,539
Mason	7,326
Matagorda	12,404
Maverick	5,943
Medina	7,172
Menard	3,750
Midland	7,679
Milam	10,050
Mills	4,223
Mitchell	9,092
Montague	4,166
Montgomery	1,908
Moore	9,028
Morris	1,162
Motley	7,364
Nacogdoches	5,244
Navarro	16,338
Newton	936
Nolan	7,258
Nueces	24,471
Ochiltree	14,191
Oldham	5,335
Orange	1,690
Palo Pinto	3,652
Panola	3,410
Parker	7,839
Parmer	12,983
Pecos	6,231
Polk	1,723
Potter	5,095
Presidio	5,589
Rains	1,936
Randall	15,045
Reagan	1,653
Real	1,021
Red River	6,128
Reeves	9,601
Refugio	4,774
Roberts	4,534
Robertson	7,149
Rockwall	2,734
Runnels	14,609
Rusk	4,721
Sabine	764
San Augustine	1,385
San Jacinto	1,057
San Patrico	19,936
San Saba	7,808
Schleicher	4,757
Scurry	9,825
Shackelford	3,702
Shelby	4,712
Sherman	12,588
Smith	7,674
Somervell	950
Starr	4,528
Stephens	3,520
Sterling	2,209
Stonewall	4,983
Sutton	3,787
Swisher	19,600
Tarrant	15,309
Taylor	8,321
Terrell	3,406
Terry	16,049
Throckmorton	3,893
Titus	2,363
Tom Green	11,699
Travis	10,621
Trinity	1,216
Tyler	801
Upshur	2,530
Upton	1,011
Uvalde	9,785
Val Verde	6,402
Van Zandt	7,858
Victoria	7,596
Walker	2,432
Waller	5,381
Ward	1,836
Washington	7,123
Webb	6,559
Wharton	21,695
Wheeler	7,344
Wichita	5,542
Wilbarger	14,873
Willacy	21,913
Williamson	20,912
Wilson	8,197
Winkler	533
Wise	7,385
Wood	2,842
Yoakum	2,977
Young	5,004
Zapata	1,410
Zavalla	10,723
Total	2,119,868

UTAH

Beaver	3,286
Box Elder	20,316
Cache	17,147
Carbon	1,498
Daggett	386
Davis	9,610
Duchesne	5,857
Emery	3,358
Garfield	2,218
Grand	719
Iron	5,823
Juab	3,083
Kane	962
Millard	12,239
Morgan	2,475
Piute	1,734
Rich	3,654
Salt Lake	18,645
San Juan	5,107
Sanpete	16,099
Sevier	10,955
Summit	4,636
Tooele	2,143
Uintah	6,339
Utah	20,058
Wasatch	3,711
Washington	5,988
Wayne	2,319
Weber	10,012
Total	200,377

VERMONT

Addison	15,150
Bennington	4,132
Caledonia	10,563
Chittenden	12,517
Essex	2,013
Franklin	16,374
Grand Isle	2,506
Lamoille	6,188
Orange	9,632
Orleans	14,248
Rutland	11,038
Washington	8,989
Windham	6,939
Windsor	10,567
Total	130,854

VIRGINIA

Accomac	19,574
Albemarle	6,816
Alleghany	779
Amelia	4,069
Amherst	2,640
Appomattox	2,637
Arlington	170
Augusta	17,354
Bath	1,258
Bedford	7,690
Bland	2,071
Botetourt	4,743
Brunswick	8,373
Buchanan	566
Buckingham	2,610
Campbell	5,563
Caroline	3,324
Carroll	4,602
Charlotte	5,670
Charles City	1,216
Chesterfield	3,261
Clarke	4,590
Craig	949
Culpeper	6,694
Cumberland	2,571
Dickenson	403
Dinwiddie	6,639
Elizabeth City	918
Essex	1,615
Fairfax	6,384
Fauquier	11,961
Floyd	3,824
Fluvanna	1,358
Franklin	7,173
Frederick	7,479
Giles	1,562
Gloucester	1,598
Goochland	2,231
Grayson	4,257
Greene	1,307
Greensville	5,092
Halifax	16,068
Hanover	5,573
Henrico	5,371
Henry	2,016
Highland	2,273
Isle of Wight	9,888
James City	1,170
King and Queen	1,588
King George	1,202
King William	2,212
Lancaster	1,020
Lee	5,050
Loudoun	17,921
Louisa	2,712
Lunenberg	6,411
Madison	3,677
Mathews	559
Mecklenberg	13,513
Middlesex	1,634
Montgomery	3,936
Nansemond	9,936
Nelson	2,841
New Kent	996
Norfolk	7,520
Northampton	12,525
Northumberland	2,287
Nottoway	3,649
Orange	4,045
Page	4,558
Patrick	3,978
Pittsylvania	23,117
Powhatan	2,158
Prince Edward	3,633
Prince George	2,540
Princess Anne	4,941
Prince William	7,651
Pulaski	3,375
Rappahannock	2,934
Richmond	1,715
Roanoke	4,249
Rockbridge	5,254
Rockingham	33,862
Russell	7,080
Scott	4,954
Shenandoah	10,665
Smyth	6,117
Southampton	14,465
Spotsylvania	2,831
Stafford	1,231
Surry	4,772
Sussex	7,184
Tazewell	4,322
Warren	2,441
Warwick	1,103
Washington	10,388
Westmoreland	2,901
Wise	1,871
Wythe	5,434
York	488
Total	523,302

WASHINGTON

Adams	22,367
Asotin	4,197
Benton	13,778
Chelan	25,888
Clallam	4,203
Clarke	13,634
Columbia	9,778
Cowlitz	4,544
Douglas	10,871
Ferry	1,771
Franklin	7,028
Garfield	6,631
Grant	14,467
Grays Harbor	4,888
Island	4,344
Jefferson	1,328
King	29,198
Kitsap	3,434
Kittitas	14,512
Klickitat	8,971
Lewis	12,071
Lincoln	22,944
Mason	1,328
Okanogan	22,227
Pacific	2,328
Pend Oreille	1,387
Pierce	19,594
San Juan	1,178
Skagit	18,073
Skamania	797
Snohomish	18,832
Spokane	28,888
Stevens	8,278
Thurston	8,877
Wahkiakum	1,187
Walla Walla	28,888
Whatcom	24,888
Whitman	32,228
Yakima	60,228
Total	501,778

WEST VIRGINIA

Barbour	2,288
Berkley	6,888
Boone	788
Braxton	2,233
Brooke	788
Cabell	2,187
Calhoun	1,888
Clay	588
Doddridge	1,378
Fayette	887
Gilmer	1,482
Grant	6,787
Greenbrier	6,447
Hampshire	6,128

Gross Cash Farm Income by States and Counties—(Cont'd)

See explanation of "Gross Dollars from Farming," pages 32, 33

STATE and COUNTY	GROSS CASH FARM INCOME SM Estimates (in thousands)
Hancock	680
Hardy	9,898
Harrison	4,749
Jackson	3,490
Jefferson	7,110
Kanawha	2,245
Lewis	2,949
Lincoln	1,404
Logan	335
McDowell	168
Marion	1,555
Marshall	3,529
Mason	5,166
Mercer	1,928
Mineral	1,970
Mingo	128
Monongalia	2,587
Monroe	4,104
Morgan	1,693
Nicholas	1,172
Ohio	2,655
Pendelton	7,670
Pleasants	629
Pocahontas	2,726
Preston	3,105
Putnam	2,087
Raleigh	1,130
Randolph	2,501
Ritchie	392
Roane	3,528
Summers	1,269
Taylor	1,313
Tucker	637
Tyler	1,337
Upshur	1,998
Wayne	2,131
Webster	392
Wetzel	1,440
Wirt	1,090
Wood	3,108
Wyoming	324
Total	135,588
WISCONSIN	
Adams	3,671
Ashland	2,898
Barron	25,407
Bayfield	5,075
Brown	21,300
Buffalo	14,427
Burnett	5,365
Calumet	16,748
Chippewa	20,775
Clark	28,161
Columbia	29,550
Crawford	12,514
Dane	60,701
Dodge	45,299
Door	11,991
Douglas	4,491
Dunn	21,725
Eau Claire	10,621
Florence	1,035
Fond Du Lac	36,678
Forest	1,707
Grant	38,712
Green	29,856
Green Lake	11,891
Iowa	24,370
Iron	1,057
Jackson	11,173
Jefferson	26,577
Juneau	8,185
Kenosha	13,909
Kewaunee	12,785
La Crosse	12,632
Lafayette	27,354
Langlade	12,286
Lincoln	7,559
Manitowoc	25,078
Marathon	37,175
Marinette	10,026
Marquette	5,829
Milwaukee	10,483
Monroe	18,278
Oconto	15,537
Oneida	3,128
Outagamie	27,752
Ozaukee	10,961
Pepin	5,798
Pierce	17,680
Polk	20,113
Portage	12,472
Price	6,233
Racine	18,705
Richland	17,373
Rock	36,155
Rusk	9,643
Saint Croix	21,300
Sauk	24,078
Sawyer	2,589
Shawano	23,327
Sheboygan	25,165
Taylor	12,849
Trempealeau	18,839
Vernon	24,828
Vilas	584
Walworth	28,613
Washburn	4,765
Washington	18,956
Waukesha	26,447
Waupaca	20,786
Waushara	9,710
Winnebago	18,621
Wood	14,345
Total	1,222,706
WYOMING	
Albany	8,681
Big Horn	11,164
Campbell	9,409
Carbon	12,299
Converse	6,364
Crook	7,781
Fremont	11,130
Goshen	22,560
Hot Springs	3,567
Johnson	6,429
Laramie	13,489
Lincoln	7,328
Natrona	6,657
Niobrara	5,602
Park	10,960
Platte	11,223
Sheridan	10,530
Sublette	5,058
Sweetwater	2,780
Teton	1,701
Uinta	4,141
Washakie	6,047
Weston	3,844
Yellowstone National Park	
Total	186,534
U. S. A. Grand Total	33,545,910

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Research Consultants to SALES MANAGEMENT

432 Fourth Avenue, New York 16, N. Y.

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Dear Subscriber and Reader:

We hope you will agree with our judgment that this is the best *Survey*—as measured by usefulness and accuracy—in the 23-year history of these market studies.

But we're never *satisfied*—and we hope you aren't, either. Each succeeding *Survey* must be better than the last if we measure up to the goals we set. We need your help to make this steady improvement. We need to know *what* you use, *how* you use it, what you find lacking.

Naturally we can't use every idea which is submitted, for we are bound by space limitations and the belief that we must stick to what seems to be of the greatest good for the greatest number. But many of the improvements in the *Survey* are the direct result of suggestions from readers following delivery of the 1951 issue—such refinements and additions as the stitched binding, the industrial section, per family sales figures for Metropolitan areas by store categories, separate farm section, locating codes for maps, etc. . . . So won't you help in the editorial planning of next year's *Survey* by filling in the blanks below?

The Editors

The Editors, *Survey of Buying Power*
Sales Management.
386 Fourth Avenue, New York 16, N. Y.

Date _____

In general I feel this way about the 1952 *Survey*: _____

_____

_____

_____

I have used (or intend to use) the *Survey* in the following way(s): _____

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_____ _____

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- Photography and flowers
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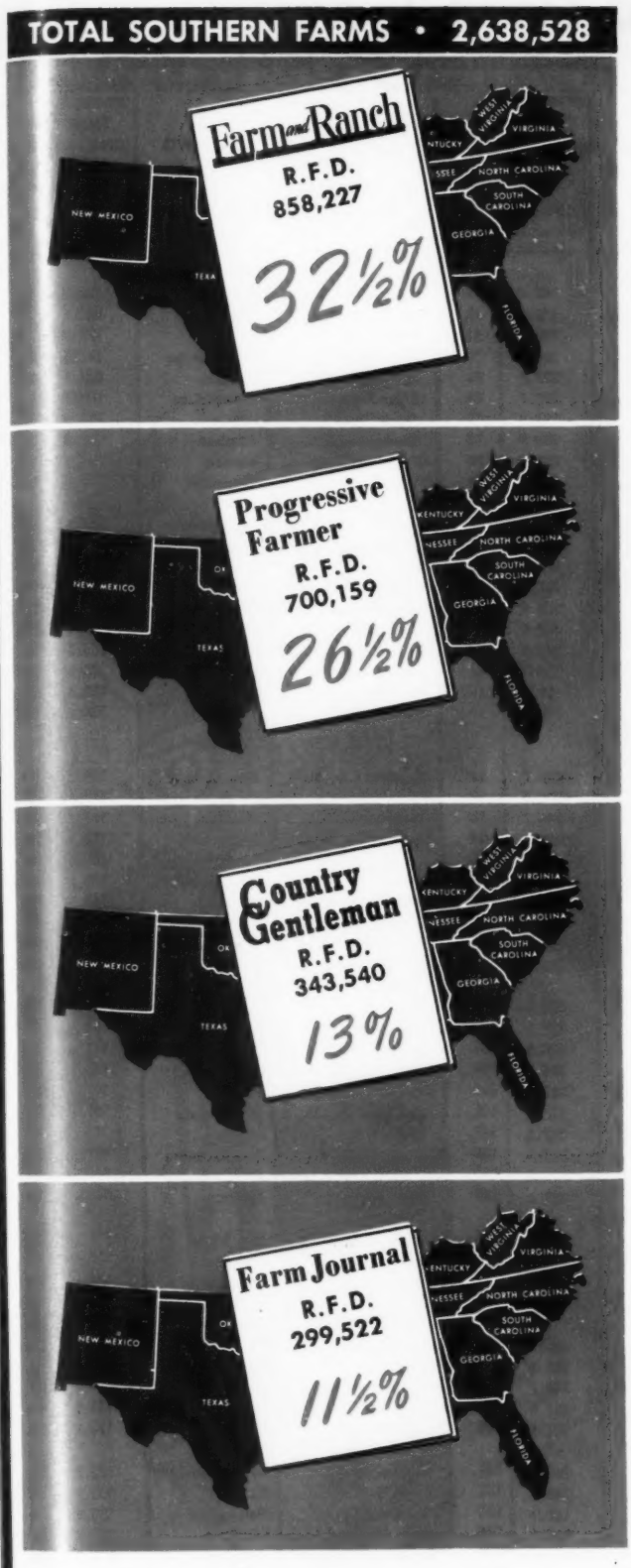
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The 200 Counties Leading in Gross Cash Farm Income

SM Estimates, 1951, for the 200 counties with largest gross cash income from farming

COUNTY	STATE	GROSS CASH FARM INCOME SM Estimates (in thousands)	Rank in Group
Los Angeles	Cal.	241,537	1
Fresno	Cal.	219,065	2
Kern	Cal.	185,683	3
Tulare	Cal.	161,391	4
Maricopa	Ariz.	150,837	5
San Joaquin	Cal.	116,899	6
Imperial	Cal.	114,389	7
Lancaster	Penn.	112,944	8
Weld	Colo.	100,998	9
Stanislaus	Cal.	99,841	10
Yakima	Wash.	88,239	11
Monterey	Cal.	87,974	12
Orange	Cal.	87,194	13
Sussex	Del.	85,025	14
Merced	Cal.	83,324	15
Riverside	Cal.	79,935	16
Sonoma	Cal.	79,477	17
San Bernardino	Cal.	76,865	18
Santa Clara	Cal.	76,039	19
Ventura	Cal.	75,362	20
Aroostook	Maine	74,199	21
Santa Barbara	Cal.	73,331	22
Polk	Fla.	71,724	23
Pinal	Ariz.	69,911	24
Kings	Cal.	66,576	25
Mississippi	Ark.	66,141	26
Hidalgo	Texas	64,582	27
San Diego	Cal.	63,147	28
Hartford	Conn.	61,518	29
McLean	Ill.	61,330	30
Dane	Wis.	60,701	31
Pottowatamie	Iowa	58,207	32
DeKalb	Ill.	54,585	33
La Salle	Ill.	54,510	34
Sioux	Iowa	53,882	35
Sacramento	Cal.	51,489	36
Suffolk	N. Y.	50,986	37
Henry	Ill.	50,887	38
Cameron	Texas	50,580	39
Chester	Penn.	50,421	40
Whitman	Wash.	50,338	41
Plymouth	Iowa	49,222	42
Champaign	Ill.	48,987	43
Sunflower	Miss.	48,035	44
Livingston	Ill.	47,951	45
Iroquois	Ill.	47,677	46
Sutter	Cal.	47,407	47
Madera	Cal.	47,242	48
Bureau	Ill.	46,720	49
Clinton	Iowa	46,357	50
Kossuth	Iowa	45,944	51
Dodge	Wis.	45,299	52
Kane	Ill.	44,869	53
Yolo	Cal.	44,394	54
Monmouth	N. J.	43,014	55
Lubbock	Texas	42,533	56
Sangamon	Ill.	42,301	57
Bolivar	Miss.	42,197	58
Woodbury	Iowa	42,142	59
York	Penn.	41,749	60
Twin Falls	Idaho	40,179	61
Ogle	Ill.	39,823	62
Cherokee	Iowa	39,528	63
Cass	N. D.	39,475	64
Cuming	Neb.	39,242	65
Grant	Wis.	38,712	66
Vermilion	Ill.	38,546	67
Whiteside	Ill.	38,400	68
Otter Tail	Minn.	37,669	69
Bucks	Penn.	37,643	70
Cedar	Iowa	37,460	71
New Madrid	Mo.	37,429	72
Benton	Iowa	37,425	73
Cook	Ill.	37,231	74
Marathon	Wis.	37,175	75
Scotts Bluff	Neb.	37,091	76
Berks	Penn.	37,087	77
Fond Du Lac	Wis.	36,678	78
Yuma	Ariz.	36,556	79
Orange	Fla.	36,540	80
Renville	Minn.	36,376	81
Rock	Wis.	36,155	82
Butte	Cal.	36,136	83
Minnehaha	S. D.	36,086	84
Pitt	N. C.	35,626	85
Lee	Ill.	35,585	86
Cumberland	N. J.	35,433	87
Alameda	Cal.	35,224	88
Robeson	N. C.	35,110	89
Delaware	N. Y.	34,999	90
Worcester	Mass.	34,882	91
Hale	Texas	34,858	92
Pemiscot	Mo.	34,818	93
Johnston	N. C.	34,669	94
Tama	Iowa	34,574	95
Crittenden	Ark.	34,498	96
Middlesex	Mass.	34,478	97
Coahoma	Miss.	34,425	98
Marion	Ore.	34,353	99
Jones	Iowa	34,296	100
O'Brien	Iowa	34,218	101
Rockingham	Va.	33,862	102
Christian	Ill.	33,787	103
Martin	Minn.	33,597	104
Crawford	Iowa	33,492	105
Linn	Iowa	33,264	106
Dunklin	Mo.	33,226	107
Horry	S. C.	33,137	108
Orange	N. Y.	32,960	109
Warren	Ill.	32,952	110
Washington	Miss.	32,703	111
Lincoln	Wash.	32,644	112
Oneida	N. Y.	32,616	113
Logan	Ill.	32,589	114
Polk	Minn.	32,476	115
Freeborn	Minn.	32,418	116
Franklin	Iowa	32,338	117
Buena Vista	Iowa	32,107	118
Johnson	Iowa	31,951	119
Jasper	Iowa	31,898	120
Sac	Iowa	31,766	121
Stearns	Minn.	31,759	122
Dona Ana	N. M.	31,526	123
St. Lawrence	N. Y.	31,429	124
Will	Ill.	31,408	125
Faribault	Minn.	31,169	126
McHenry	Ill.	31,125	127
Knox	Ill.	31,072	128
Redwood	Minn.	31,016	129
San Luis Obispo	Cal.	30,996	130
Shelby	Iowa	30,974	131
Poinsett	Ark.	30,863	132
Stephenson	Ill.	30,678	133
Jackson	Minn.	30,659	134
Umatilla	Ore.	30,586	135
Dawson	Neb.	30,248	136
Hamilton	Iowa	30,225	137
Dawson	Texas	30,220	138
Lyon	Iowa	30,089	139
Marshall	Iowa	30,021	140
Grand Forks	N. D.	29,986	141
Green	Wis.	29,856	142
Otsego	N. Y.	29,855	143
Erie	N. Y.	29,831	144
Nash	N. C.	29,796	145
Hancock	Ill.	29,704	146
Fulton	Ill.	29,660	147
Palm Beach	Fla.	29,594	148
Malheur	Ore.	29,575	149
Columbia	Wis.	29,550	150
Washington	Iowa	29,543	151
Burlington	N. J.	29,524	152
Craighead	Ark.	29,269	153
Nobles	Minn.	29,200	154
Sanilac	Mich.	29,155	155
Walsh	N. D.	29,143	156
King	Wash.	29,108	157
Clay	Iowa	29,031	158
Leflore	Miss.	28,966	159
Lamb	Texas	28,838	160
Blue Earth	Minn.	28,811	161
Hardin	Iowa	28,809	162
Story	Iowa	28,783	163
Lenawee	Mich.	28,716	164
Florence	S. C.	28,698	165
Black Hawk	Iowa	28,623	166
Walworth	Wis.	28,613	167
Page	Iowa	28,594	168
Darke	Ohio	28,587	169
Fayette	Iowa	28,575	170
Walla Walla	Wash.	28,559	171
Nodaway	Mo.	28,484	172
Berrien	Mich.	28,477	173
Lynn	Texas	28,407	174
Pocahontas	Iowa	28,294	175
Clark	Wis.	28,161	176
Tazewell	Ill.	28,150	177
Macoupin	Ill.	28,141	178
Bingham	Idaho	28,063	179
Kankakee	Ill.	28,030	180
Macon	Ill.	27,991	181
Glenn	Cal.	27,943	182
Wilson	N. C.	27,919	183
Grundy	Iowa	27,784	184
Outagamie	Wis.	27,752	185
Webster	Iowa	27,700	186
Richland	N. D.	27,690	187
Solano	Cal.	27,495	188
Dallas	Iowa	27,451	189
Wright	Iowa	27,442	190
Ida	Iowa	27,407	191
Lafayette	Wis.	27,354	192
Hancock	Iowa	27,290	193
Carroll	Iowa	27,287	194
Chautauqua	N. Y.	27,204	195
Scott	Iowa	27,097	196
Edgar	Ill.	27,065	197
Boone	Iowa	27,047	198
Wayne	N. Y.	26,926	199
Dade	Fla.	26,905	200
Total Above Counties		8,830,143	
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SOUTHERN AGRICULTURIST

NASHVILLE, TENNESSEE

Population and Rank, 200 Largest Counties

SM Estimates, January 1, 1952, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	POPULATION (CIVILIAN) SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	8,017.2	1
Cook, Ill.	Chicago	4,601.8	2
Los Angeles, Cal.	Los Angeles	4,386.4	3
Wayne, Mich.	Detroit	2,496.3	4
Philadelphia, Pa.	Philadelphia	2,109.7	5
Allegheny, Pa.	Pittsburgh	1,541.1	6
Cuyahoga, Ohio	Cleveland	1,420.5	7
St. Louis, Mo.	St. Louis	1,297.8	8
Baltimore, Md.	Baltimore	1,245.5	9
Middlesex, Mass.	Cambridge	1,088.9	10
Erie, N. Y.	Buffalo	922.5	11
Essex, N. J.	Newark	920.1	12
Suffolk, Mass.	Boston	904.4	13
Milwaukee, Wis.	Milwaukee	887.5	14
Harris, Texas	Houston	849.4	15
Dist. of Columbia	Washington	829.3	16
San Francisco, Cal.	San Francisco	786.8	17
Alameda, Cal.	Oakland	776.7	18
King, Wash.	Seattle	768.4	19
Hamilton, Ohio	Cincinnati	742.8	20
Nassau, N. Y.	Hempstead Township	721.8	21
Hennepin, Minn.	Minneapolis	692.4	22
Hudson, N. J.	Jersey City	654.1	23
Dallas, Texas	Dallas	648.0	24
Westchester, N. Y.	Yonkers	639.5	25
San Diego, Cal.	San Diego	590.5	26
Providence, R. I.	Providence	590.2	27
Orleans, La.	New Orleans	583.5	28
Jefferson, Ala.	Birmingham	572.1	29
Marion, Ind.	Indianapolis	567.6	30
Bergen, N. J.	Hackensack	560.5	31
New Haven, Conn.	New Haven	557.8	32
Worcester, Mass.	Worcester	557.1	33
Hartford, Conn.	Hartford	556.0	34
Jackson, Mo.	Kansas City	553.6	35
Dade, Fla.	Miami	544.1	36
Essex, Mass.	Lynn	533.1	37
Franklin, Ohio	Columbus	525.6	38
Bexar, Texas	San Antonio	522.9	39
Fairfield, Conn.	Bridgeport	521.8	40
Shelby, Tenn.	Memphis	502.6	41
Monroe, N. Y.	Rochester	498.8	42
Jefferson, Ky.	Louisville	492.8	43
Multnomah, Ore.	Portland	489.6	44
Fulton, Ga.	Atlanta	482.2	45
Delaware, Pa.	Chester	433.1	46
Denver, Colo.	Denver	429.7	47
Oakland, Mich.	Pontiac	424.9	48
Summit, Ohio	Akron	423.4	49
Norfolk, Va.	Norfolk	422.3	50
Montgomery, Ohio	Dayton	417.4	51
Union, N. J.	Elizabeth	411.5	52
Norfolk, Mass.	Quincy	406.2	53
Lucas, Ohio	Toledo	405.0	54
Luzerne, Pa.	Wilkes-Barre	392.4	55
Bristol, Mass.	New Bedford	389.5	56
Tarrant, Texas	Fort Worth	383.2	57
Lake, Ind.	Gary	380.7	58
Hampden, Mass.	Springfield	378.2	59
Montgomery, Pa.	Lower Merion	365.0	60
Ramsey, Minn.	St. Paul	363.8	61
Maricopa, Ariz.	Phoenix	358.5	62
Onondaga, N. Y.	Syracuse	352.4	63
Passaic, N. J.	Paterson	345.0	64
Oklahoma, Okla.	Oklahoma City	337.1	65
Davidson, Tenn.	Nashville	332.3	66
Contra Costa, Cal.	Richmond	331.7	67
Westmoreland, Pa.	Greensburg	319.0	68
Santa Clara, Cal.	San Jose	312.3	69
Duval, Fla.	Jacksonville	311.8	70
Camden, N. J.	Camden	309.4	71
San Bernardino, Cal.	San Bernardino	305.6	72
Henrico, Va.	Richmond	298.9	73
Kent, Mich.	Grand Rapids	298.6	74
Sacramento, Cal.	Sacramento	297.0	75
Pierce, Wash.	Tacoma	293.7	76
Fresno, Cal.	Fresno	293.1	77
Stark, Ohio	Canton	292.9	78
Suffolk, N. Y.	Patchogue	287.9	79
Salt Lake, Utah	Salt Lake City	285.6	80
Douglas, Neb.	Omaha	284.3	81
Genesee, Mich.	Flint	281.3	82
Middlesex, N. J.	New Brunswick	274.2	83
San Mateo, Cal.	San Mateo	263.9	84
Mahoning, Ohio	Youngstown	263.1	85
Hillsborough, Fla.	Tampa	262.6	86
Berks, Pa.	Reading	260.0	87
Tulsa, Okla.	Tulsa	259.0	88
Lackawanna, Pa.	Scranton	256.0	89
Kern, Cal.	Bakersfield	246.2	90
Mobile, Ala.	Mobile	245.7	91
Kanawha, W. Va.	Charleston	245.5	92
Albany, N. Y.	Albany	244.2	93
Lancaster, Pa.	Lancaster	240.0	94
Mercer, N. J.	Trenton	236.4	95
Monmouth, N. J.	Asbury Park	235.1	96
Sedgwick, Kans.	Wichita	234.9	97
Polk, Iowa	Des Moines	231.5	98
Orange, Cal.	Santa Ana	231.1	99
Spokane, Wash.	Spokane	230.5	100
Knox, Tenn.	Knoxville	229.9	101
Oneida, N. Y.	Utica	228.3	102
New Castle, Del.	Wilmington	226.9	103
Erie, Pa.	Erie	226.2	104
San Joaquin, Cal.	Stockton	213.5	105
St. Joseph, Ind.	South Bend	213.1	106
Arlington, Va.	Alexandria	212.9	107
St. Clair, Ill.	East St. Louis	212.8	108
Hamilton, Tenn.	Chattanooga	212.8	108
Washington, Pa.	Washington	211.8	110
Prince Georges, Md.	Hyattsville	211.7	111
Cambria, Pa.	Johnstown	211.5	112
El Paso, Texas	El Paso	209.4	113
York, Pa.	York	208.2	114
St. Louis, Minn.	Duluth	208.1	115
Mecklenberg, N. C.	Charlotte	205.2	116
Dauphin, Pa.	Harrisburg	202.3	117
Macomb, Mich.	Mount Clemens	202.2	118
Jefferson, Texas	Beaumont	201.9	119
Lehigh, Pa.	Allentown	201.8	120
Schuylkill, Pa.	Pottsville	200.6	121
Pulaski, Ark.	Little Rock	200.5	122
Guilford, N. C.	Greensboro	197.8	123
Niagara, N. Y.	Niagara Falls	197.1	124
Plymouth, Mass.	Brockton	195.3	125
Fayette, Pa.	Uniontown	191.1	126
Broome, N. Y.	Binghamton	190.2	127
Lake, Ill.	Waukegan	189.6	128
Allen, Ind.	Fort Wayne	188.9	129
Northampton, Pa.	Bethlehem	188.0	130
Madison, Ill.	Alton	187.9	131
Riverside, Cal.	Riverside	182.3	132
Ingham, Mich.	Lansing	182.2	133
Caddo, La.	Shreveport	179.8	134
Beaver, Pa.	Beaver Falls	179.6	135
Peoria, Ill.	Peoria	178.7	136
Nueces, Texas	Corpus Christi	178.6	137
Dane, Wis.	Madison	175.9	138
Greenville, S. C.	Greenville	173.4	139
Pinellas, Fla.	St. Petersburg	172.1	140
Cumberland, Me.	Portland	172.1	140
Morris, N. J.	Morristown	172.1	140
Montgomery, Md.	Rockville	172.0	143
East Baton Rouge, La.	Baton Rouge	171.1	144
Hidalgo, Texas	McAllen	169.3	145
Wyandotte, Kans.	Kansas City	168.7	146
Travis, Texas	Austin	168.6	147
Charleston, S. C.	Charleston	167.5	148
Trumbull, Ohio	Warren	164.2	149
Vanderburgh, Ind.	Evansville	164.1	150
Chester, Pa.	West Chester	163.8	151
Du Page, Ill.	Elmhurst	163.6	152
Hillsborough, N. H.	Manchester	160.4	153
Saginaw, Mich.	Saginaw	159.0	154
Winnebago, Ill.	Rockford	157.9	155
Chatham, Ga.	Savannah	157.1	156
Tulare, Cal.	Visalia	156.8	157
Pima, Ariz.	Tucson	156.0	158
Orange, N. Y.	Newburgh	154.4	159
Kane, Ill.	Aurora	154.2	160
Bernalillo, N. M.	Albuquerque	154.2	160
Lorain, Ohio	Lorain	153.6	162
Butler, Ohio	Hamilton	152.7	163
Spartanburg, S. C.	Spartanburg	152.5	164
Bucks, Pa.	Bristol	151.4	165
Forsyth, N. C.	Winston-Salem	149.7	166
Richland, S. C.	Columbia	149.3	167
Hinds, Miss.	Jackson	147.8	168
Schenectady, N. Y.	Schenectady	147.7	169
New London, Conn.	New London	146.9	170
De Kalb, Ga.	Decatur	144.1	171
Richmond, Ga.	Augusta	143.9	172
Burlington, N. J.	Burlington	143.3	173
Monterey, Cal.	Salinas	142.2	174
Yakima, Wash.	Yakima	142.0	175
Montgomery, Ala.	Montgomery	141.9	176
Wake, N. C.	Raleigh	141.5	177
Dutchess, N. Y.	Poughkeepsie	141.1	178
Will, Ill.	Joliet	140.8	179
Blair, Pa.	Altoona	140.8	179
Washtenaw, Mich.	Ann Arbor	140.0	181
Roanoke, Va.	Roanoke	137.7	182
Stanislaus, Cal.	Modesto	137.6	183
Rock Island, Ill.	Rock Island	137.3	184
Chatauqua, N. Y.	Jamestown	137.0	185
Atlantic, N. J.	Atlantic City	135.7	186
Rensselaer, N. Y.	Troy	135.1	187
Berkshire, Mass.	Pittsfield	134.2	188
Sangamon, Ill.	Springfield	133.7	189
McLennan, Texas	Waco	132.8	190
Kalamazoo, Mich.	Kalamazoo	132.2	191
Lane, Ore.	Eugene	132.1	192
Cameron, Texas	Harlingen	131.9	193
Polk, Fla.	Lakeland	130.2	194
Muskegon, Mich.	Muskegon	127.0	195
Calhoun, Mich.	Battle Creek	126.5	196
Buncombe, N. C.	Asheville	126.2	197
Muscogee, Ga.	Columbus	125.5	198
Orange, Fla.	Orlando	123.6	199
Ventura, Cal.	Ventura	122.3	200
Total Above Counties		84,970.9	
% of U. S. A.		54.8459	

Honolulu County, with a Population of 316,300, would, if included above, carry a rank of 69.

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PITTSBURGH	*Press*	KENTUCKY	*Post*	MEMPHIS	*Press-Scimitar*
SAN FRANCISCO	*News*		*Covington edition, Cincinnati Post*	MEMPHIS	*Commercial Appeal*
INDIANAPOLIS	*Times*	KNOXVILLE	*News-Sentinel*	WASHINGTON	*News*

EVANSVILLE	*Press*
HOUSTON	*Press*
FORT WORTH	*Press*
ALBUQUERQUE	*Tribune*
EL PASO	*Herald-Post*

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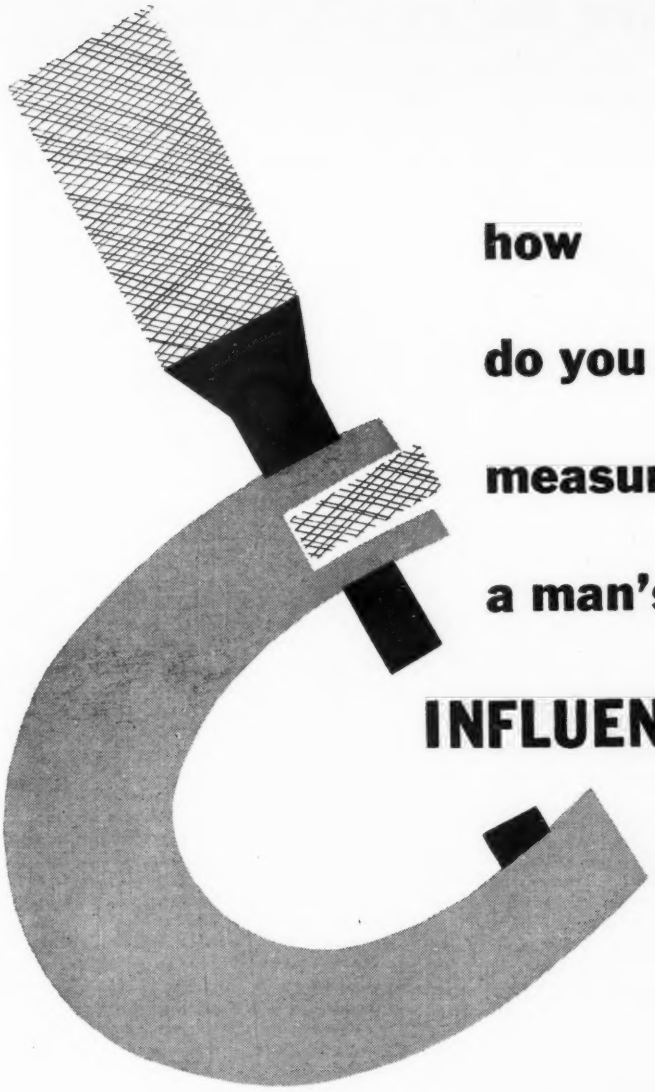
Chicago San Francisco Detroit Cincinnati Philadelphia Dallas

Total Net Effective Buying Income, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	NET E. B. I. SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	14,588,345	1
Cook, Ill.	Chicago	8,967,124	2
Los Angeles, Cal.	Los Angeles	8,123,296	3
Wayne, Mich.	Detroit	4,684,946	4
Philadelphia, Pa.	Philadelphia	4,070,840	5
Allegheny, Pa.	Pittsburgh	2,760,058	6
Cuyahoga, Ohio	Cleveland	2,725,572	7
St. Louis, Mo.	St. Louis	2,232,189	8
Essex, N. J.	Newark	2,046,713	9
Baltimore, Md.	Baltimore	1,890,701	10
Middlesex, Mass.	Cambridge	1,873,792	11
San Francisco, Cal.	San Francisco	1,788,679	12
Westchester, N. Y.	Yonkers	1,717,732	13
Milwaukee, Wis.	Milwaukee	1,639,000	14
Nassau, N. Y.	Hempstead Township	1,607,236	15
Alameda, Cal.	Oakland	1,569,015	16
District of Columbia	Washington	1,567,996	17
King, Wash.	Seattle	1,564,784	18
Harris, Texas	Houston	1,523,588	19
Suffolk, Mass.	Boston	1,515,300	20
Erie, N. Y.	Buffalo	1,402,361	21
Hamilton, N. Y.	Cincinnati	1,389,685	22
Hennepin, Minn.	Minneapolis	1,288,772	23
Marion, Ind.	Indianapolis	1,140,493	24
Dallas, Texas	Dallas	1,136,546	25
Hudson, N. J.	Jersey City	1,128,042	26
Fairfield, Conn.	Bridgeport	1,088,385	27
Hartford, Conn.	Hartford	1,078,559	28
Jackson, Mo.	Kansas City	1,040,040	29
Multnomah, Ore.	Portland	1,028,170	30
San Diego, Cal.	San Diego	1,004,186	31
New Haven, Conn.	New Haven	979,605	32
Bergen, N. J.	Hackensack	957,096	33
Providence, R. I.	Providence	953,221	34
Franklin, Ohio	Columbus	932,487	35
Orleans, La.	New Orleans	904,326	36
Monroe, N. Y.	Rochester	872,825	37
Jefferson, Ky.	Louisville	826,406	38
Worcester, Mass.	Worcester	806,052	39
Union, N. J.	Elizabeth	794,819	40
Dade, Fla.	Miami	789,488	41
Montgomery, Ohio	Dayton	787,563	42
Norfolk, Mass.	Quincy	779,707	43
Lucas, Ohio	Toledo	764,166	44
Denver, Colo.	Denver	759,182	45
Summit, Ohio	Akron	757,926	46
Bexar, Texas	San Antonio	756,005	47
Essex, Mass.	Lynn	747,158	48
Jefferson, Ala.	Birmingham	740,984	49
Fulton, Ga.	Atlanta	722,494	50
Delaware, Pa.	Chester	688,660	51
Shelby, Tenn.	Memphis	680,411	52
Oakland, Mich.	Pontiac	664,528	53
Lake, Ind.	Gary	661,712	54
Ramsey, Minn.	St. Paul	644,698	55
Montgomery, Pa.	Lower Merion	625,472	56
Passaic, N. J.	Paterson	624,639	57
Tarrant, Texas	Fort Worth	615,413	58
Hampden, Mass.	Springfield	604,846	59
Norfolk, Va.	Norfolk	568,957	60
Douglas, Neb.	Omaha	552,332	61
Luzerne, Pa.	Wilkes-Barre	551,420	62
Onondaga, N. Y.	Syracuse	529,540	63
Oklahoma, Okla.	Oklahoma City	527,103	64
Stark, Ohio	Canton	505,625	65
Henrico, Va.	Richmond	503,184	66
Sacramento, Cal.	Sacramento	500,074	67
Bristol, Mass.	New Bedford	498,183	68
Pierce, Wash.	Tacoma	486,782	69
Maricopa, Ariz.	Phoenix	482,267	70
Salt Lake, Utah	Salt Lake City	465,312	71
Davidson, Tenn.	Nashville	463,173	72
Genesee, Mich.	Flint	462,076	73
Santa Clara, Cal.	San Jose	457,557	74
Mahoning, Ohio	Youngstown	454,181	75
Camden, N. J.	Camden	453,467	76
Arlington, Va.	Alexandria	445,130	77
Westmoreland, Pa.	Greensburg	438,341	78
Suffolk, N. J.	Patchogue	432,617	79
Polk, Iowa	Des Moines	429,780	80
Kent, Mich.	Grand Rapids	429,582	81
Tulsa, Okla.	Tulsa	424,070	82
Contra Costa, Cal.	Richmond	419,039	83
San Mateo, Cal.	San Mateo	417,712	84
Fresno, Cal.	Fresno	414,639	85
Albany, N. Y.	Albany	414,234	86
Monmouth, N. J.	Asbury Park	413,673	87
Berks, Pa.	Reading	413,419	88
New Castle, Del.	Wilmington	409,656	89
Duval, Fla.	Jacksonville	409,562	90
Middlesex, N. J.	New Brunswick	406,812	91
Sedgwick, Kans.	Wichita	406,227	92
Spokane, Wash.	Spokane	400,366	93
Mercer, N. J.	Trenton	399,652	94
St. Joseph, Ind.	South Bend	399,186	95
Allen, Ind.	Fort Wayne	393,927	96
Lancaster, Pa.	Lancaster	385,233	97
Lackawanna, Pa.	Scranton	375,430	98
Kern, Cal.	Bakersfield	368,994	99
Dauphin, Pa.	Harrisburg	359,264	100
Erie, Pa.	Erie	356,267	101
San Bernardino, Cal.	San Bernardino	354,927	102
Montgomery, Md.	Rockville	351,357	103
Kanawha, W. Va.	Charleston	348,639	104
Peoria, Ill.	Peoria	345,190	105
York, Pa.	York	344,019	106
Oneida, N. Y.	Utica	336,613	107
Prince Georges, Md.	Hyattsville	336,401	108
San Joaquin, Cal.	Stockton	334,347	109
Ingham, Mich.	Lansing	327,785	110
Lake, Ill.	Waukegan	327,336	111
Du Page, Ill.	Elmhurst	324,498	112
Mecklenberg, N. C.	Charlotte	323,780	113
Knox, Tenn.	Knoxville	322,568	114
St. Clair, Ill.	East St. Louis	320,115	115
Mobile, Ala.	Mobile	318,230	116
Hillsborough, Fla.	Tampa	317,560	117
Lehigh, Pa.	Allentown	314,594	118
Caddo, La.	Shreveport	309,948	119
Northampton, Pa.	Bethlehem	307,620	120
Jefferson, Texas	Beaumont	305,503	121
Orange, Cal.	Santa Ana	299,724	122
Hamilton, Tenn.	Chattanooga	296,609	123
Nueces, Texas	Corpus Christi	296,486	124
East Baton Rouge, La.	Baton Rouge	289,347	125
Pulaski, Ark.	Little Rock	286,921	126
Vanderburgh, Ind.	Evansville	285,230	127
Dane, Wis.	Madison	284,826	128
Guilford, N. C.	Greensboro	282,937	129
Plymouth, Mass.	Brockton	276,545	130
Kane, Ill.	Aurora	274,207	131
Trumbull, Ohio	Warren	272,973	132
Winnebago, Ill.	Rockford	272,608	133
Macomb, Mich.	Mount Clemens	272,039	134
El Paso, Texas	El Paso	269,205	135
Cambria, Pa.	Johnstown	267,680	136
St. Louis, Minn.	Duluth	260,848	137
Washington, Pa.	Washington	258,274	138
Madison, Ill.	Alton	257,013	139
Lorain, Ohio	Lorain	255,351	140
Travis, Texas	Austin	252,705	141
Broome, N. Y.	Binghamton	248,784	142
Pinellas, Fla.	St. Petersburg	248,102	143
Chester, Pa.	West Chester	247,785	144
Wyandotte, Kans.	Kansas City	247,687	145
Beaver, Pa.	Beaver Falls	246,791	146
Rock Island, Ill.	Rock Island	246,480	147
Saginaw, Mich.	Saginaw	243,727	148
Atlantic, N. J.	Atlantic City	243,385	149
Bernalillo, N. M.	Albuquerque	242,102	150
Butler, Ohio	Hamilton	241,673	151
Schuylkill, Pa.	Pottsville	241,593	152
Morris, N. J.	Morristown	237,439	153
Niagara, N. Y.	Niagara Falls	236,900	154
New London, Conn.	New London	236,547	155
Washtenaw, Mich.	Ann Arbor	236,499	156
Pima, Ariz.	Tucson	233,412	157
Riverside, Cal.	Riverside	230,301	158
Lancaster, Neb.	Lincoln	229,917	159
Sangamon, Ill.	Springfield	226,298	160
Forsyth, N. C.	Winston-Salem	225,998	161
Cumberland, Me.	Portland	225,650	162
Kalamazoo, Mich.	Kalamazoo	225,377	163
Charleston, S. C.	Charleston	224,317	164
Chatham, Ga.	Savannah	222,720	165
Wake, N. C.	Raleigh	220,431	166
Schenectady, N. Y.	Schenectady	219,206	167
Hillsborough, N. H.	Manchester	216,002	168
Orange, N. Y.	Newburgh	215,632	169
De Kalb, Ga.	Decatur	214,438	170
Monterey, Cal.	Salinas	213,123	171
Will, Ill.	Joliet	211,805	172
Greenville, S. C.	Greenville	210,935	173
Scott, Iowa	Davenport	205,046	174
Muskegon, Mich.	Muskegon	202,571	175
Dutchess, N. Y.	Poughkeepsie	201,999	176
Champaign, Ill.	Champaign	200,588	177
Tulare, Cal.	Visalia	195,294	178
Shawnee, Kans.	Topeka	192,579	179
Richland, S. C.	Columbia	192,047	180
Fayette, Pa.	Uniontown	191,762	181
Linn, Iowa	Cedar Rapids	190,919	182
Stanislaus, Cal.	Modesto	190,031	183
Galveston, Texas	Galveston	188,382	184
Jackson, Mich.	Jackson	186,789	185
Rensselaer, N. Y.	Troy	186,174	186
Calhoun, Mich.	Battle Creek	185,923	187
Clark, Ohio	Springfield	185,191	188
Woodbury, Iowa	Sioux City	183,586	189
Berrien, Mich.	Benton Harbor	183,142	190
Chatauqua, N. Y.	Jamestown	181,596	191
McLennan, Texas	Waco	181,297	192
Racine, Wis.	Racine	180,609	193
Blair, Pa.	Altoona	180,464	194
Black Hawk, Iowa	Waterloo	180,106	195
Berkshire, Mass.	Pittsfield	179,931	196
Bucks, Pa.	Bristol	179,906	197
Richmond, Ga.	Augusta	179,185	198
Roanoke, Va.	Roanoke	178,777	199
Anne Arundel, Md.	Annapolis	178,730	200
Total Above Counties		145,802,297	
% of U. S. A. Total		66.1502	

Honolulu County, with $505,105,000 income, would, if included above, carry a rank of 66.



how do you measure a man's INFLUENCE?

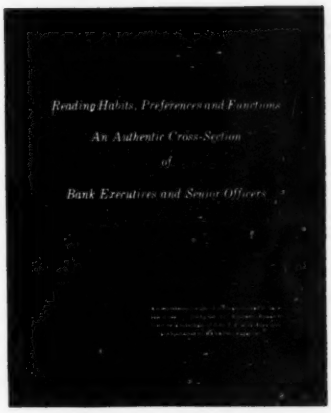
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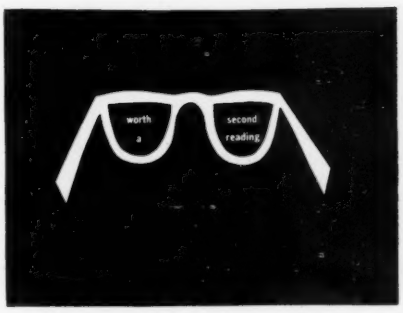
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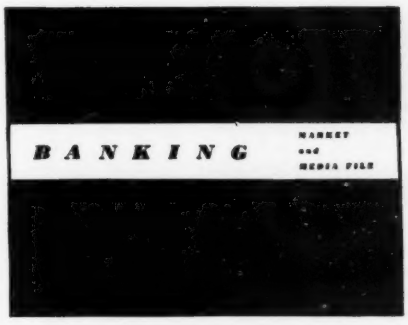
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BANKING's 1951 SURVEY



WORTH A SECOND READING



MEDIA & MARKET DATA BOOK

Per Family Effective Buying Income, 200 Counties

SM Estimates, 1951, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER FAMILY SM Estimates	Rank in Group
Westchester, N. Y.	Yonkers	9,402	1
Nassau, N. Y.	Hempstead Township	7,791	2
Essex, N. J.	Newark	7,718	3
Montgomery, Md.	Rockville	7,335	4
Fairfield, Conn.	Bridgeport	7,217	5
Du Page, Ill.	Elmhurst	7,009	6
Arlington, Va.	Alexandria	7,008	7
Norfolk, Mass.	Quincy	6,937	8
Allen, Ind.	Fort Wayne	6,875	9
Hartford, Conn.	Hartford	6,771	10
Union, N. J.	Elizabeth	6,759	11
Philadelphia, Pa.	Philadelphia	6,714	12
Wayne, Mich.	Detroit	6,678	13
District of Columbia	Washington	6,672	14
San Francisco, Cal.	San Francisco	6,647	15
Douglas, Neb.	Omaha	6,552	16
Marion, Ind.	Indianapolis	6,499	17
Washtenaw, Mich.	Ann Arbor	6,479	18
Cuyahoga, Ohio	Cleveland	6,473	19
Cook, Ill.	Chicago	6,458	20
Lake, Ill.	Waukegan	6,456	21
Mercer, N. J.	Trenton	6,456	21
Montgomery, Ohio	Dayton	6,455	23
New Castle, Del.	Wilmington	6,441	24
Peoria, Ill.	Peoria	6,428	25
St. Joseph, Ind.	South Bend	6,428	25
Milwaukee, Wis.	Milwaukee	6,318	27
Montgomery, Pa.	Lower Merion	6,312	28
Allgeheny, Pa.	Pittsburgh	6,302	29
Wake, N. C.	Raleigh	6,298	30
Middlesex, Mass.	Cambridge	6,290	31
Lucas, Ohio	Toledo	6,289	32
Ingham, Mich.	Lansing	6,255	33
Mahoning, Ohio	Youngstown	6,247	34
King, Wash.	Seattle	6,234	35
Multnomah, Ore.	Portland	6,220	36
Alameda, Cal.	Oakland	6,202	37
Kane, Ill.	Aurora	6,190	38
Nueces, Texas	Corpus Christi	6,164	39
Lake, Ind.	Gary	6,161	40
Hennepin, Minn.	Minneapolis	6,131	41
East Baton Rouge, La.	Baton Rouge	6,079	42
Monmouth, N. J.	Asbury Park	6,074	43
Franklin, Ohio	Columbus	6,071	44
Summit, Ohio	Akron	6,068	45
Dauphin, Pa.	Harrisburg	6,058	46
New Haven, Conn.	New Haven	6,043	47
Prince Georges, Md.	Hyattsville	6,029	48
Passaic, N. J.	Paterson	6,000	49
Rock Island, Ill.	Rock Island	5,997	50
Suffolk, Mass.	Boston	5,994	51
New York, N. Y. (5 Counties)	New York City	5,988	52
Hamilton, Ohio	Cincinnati	5,982	53
Stark, Ohio	Canton	5,977	54
Henrico, Va.	Richmond	5,976	55
Harris, Texas	Houston	5,945	56
Caddo, La.	Shreveport	5,938	57
Ramsey, Minn.	St. Paul	5,926	58
Polk, Iowa	Des Moines	5,887	59
Atlantic, N. J.	Atlantic City	5,879	60
Trumbull, Ohio	Warren	5,870	61
Hudson, N. J.	Jersey City	5,866	62
Chester, Pa.	West Chester	5,858	63
Monroe, N. Y.	Rochester	5,850	64
Dane, Wis.	Madison	5,849	65
Kalamazoo, Mich.	Kalamazoo	5,839	66
Mecklenberg, N. C.	Charlotte	5,834	67
Lorain, Ohio	Lorain	5,817	68
Northampton, Pa.	Bethlehem	5,815	69
Jefferson, Ky.	Louisville	5,775	70
Pierce, Wash.	Tacoma	5,761	71
Bergen, N. J.	Hackensack	5,759	72
St. Louis, Mo.	St. Louis	5,734	73
Jackson, Mo.	Kansas City	5,730	74
Vanderburgh, Ind.	Evansville	5,716	75
Genesee, Mich.	Flint	5,705	76
Lancaster, Pa.	Lancaster	5,699	77
Delaware, Pa.	Chester	5,691	78
Dallas, Texas	Dallas	5,674	79
Suffolk, N. Y.	Patchogue	5,663	80
Winnebago, Ill.	Rockford	5,644	81
Bernalillo, N. M.	Albuquerque	5,643	82
Salt Lake, Utah	Salt Lake City	5,633	83
Oakland, Mich.	Pontiac	5,627	84
York, Pa.	York	5,612	85
Butler, Ohio	Hamilton	5,607	86
Hampden, Mass.	Springfield	5,600	87
Dutchess, N. Y.	Poughkeepsie	5,596	88
Travis, Texas	Austin	5,591	89
Sacramento, Cal.	Sacramento	5,581	90
New London, Conn.	New London	5,579	91
Los Angeles, Cal.	Los Angeles	5,560	92
Denver, Colo.	Denver	5,550	93
Providence, R. I.	Providence	5,539	94
Albany, N. Y.	Albany	5,523	95
Spokane, Wash.	Spokane	5,522	96
Erie, Pa.	Erie	5,498	97
Muskegon, Mich.	Muskegon	5,490	98
Forsyth, N. C.	Winston-Salem	5,485	99
Lehigh, Pa.	Allentown	5,462	100
Berks, Pa.	Reading	5,454	101
Saginaw, Mich.	Saginaw	5,440	102
Bexar, Texas	San Antonio	5,439	103
Sedgwick, Kans.	Wichita	5,424	104
Guilford, N. C.	Greensboro	5,400	105
San Joaquin, Cal.	Stockton	5,384	106
San Diego, Cal.	San Diego	5,370	107
Sangamon, Ill.	Springfield	5,350	108
Erie, N. Y.	Buffalo	5,350	108
Baltimore, Md.	Baltimore	5,342	110
Will, Ill.	Joliet	5,335	111
Middlesex, N. J.	New Brunswick	5,325	112
Fulton, Ga.	Atlanta	5,289	113
Orleans, La.	New Orleans	5,255	114
Monterey, Cal.	Salinas	5,249	115
Tarrant, Texas	Fort Worth	5,229	116
Onondaga, N. Y.	Syracuse	5,227	117
El Paso, Texas	El Paso	5,227	117
Oneida, N. Y.	Utica	5,219	119
Kern, Cal.	Bakersfield	5,212	120
DeKalb, Ga.	Decatur	5,167	121
Kanawha, W. Va.	Charleston	5,165	122
Lackawanna, Pa.	Scranton	5,164	123
San Mateo, Cal.	San Mateo	5,163	124
Tulsa, Okla.	Tulsa	5,153	125
Worcester, Mass.	Worcester	5,134	126
St. Clair, Ill.	East St. Louis	5,130	127
Pima, Ariz.	Tucson	5,130	127
Knox, Tenn.	Knoxville	5,128	129
Camden, N. J.	Camden	5,124	130
Jefferson, Texas	Beaumont	5,117	131
Buncombe, N. C.	Asheville	5,116	132
Calhoun, Mich.	Battle Creek	5,108	133
Richland, S. C.	Columbia	5,108	133
Luzerne, Pa.	Wilkes-Barre	5,092	135
Morris, N. J.	Morristown	5,073	136
Macomb, Mich.	Mount Clemens	4,992	137
Beaver, Pa.	Beaver Falls	4,976	138
Davidson, Tenn.	Nashville	4,970	139
Westmoreland, Pa.	Greensburg	4,964	140
Santa Clara, Cal.	San Jose	4,941	141
Charleston, S. C.	Charleston	4,930	142
Chatham, Ga.	Savannah	4,895	143
Oklahoma, Okla.	Oklahoma City	4,894	144
Hamilton, Tenn.	Chattanooga	4,870	145
Wyandotte, Kans.	Kansas City	4,847	146
Schenectady, N. Y.	Schenectady	4,828	147
Kent, Mich.	Grand Rapids	4,827	148
Orange, N. Y.	Newburgh	4,824	149
Pulaski, Ark.	Little Rock	4,814	150
Cambria, Pa.	Johnstown	4,814	150
Fresno, Cal.	Fresno	4,810	152
Shelby, Tenn.	Memphis	4,802	153
Norfolk, Va.	Norfolk	4,780	154
Muscogee, Ga.	Columbus	4,760	155
Plymouth, Mass.	Brockton	4,752	156
Essex, Mass.	Lynn	4,741	157
Richmond, Ga.	Augusta	4,715	158
Mobile, Ala.	Mobile	4,708	159
Rensselaer, N. Y.	Troy	4,701	160
Roanoke, Va.	Roanoke	4,692	161
Stanislaus, Cal.	Modesto	4,635	162
Jefferson, Ala.	Birmingham	4,620	163
McLennan, Texas	Waco	4,590	164
Dade, Fla.	Miami	4,585	165
Maricopa, Ariz.	Phoenix	4,580	166
Berkshire, Mass.	Pittsfield	4,578	167
Duval, Fla.	Jacksonville	4,531	168
Madison, Ill.	Alton	4,525	169
Broome, N. Y.	Binghamton	4,523	170
Hinds, Miss.	Jackson	4,492	171
Hillsborough, N. H.	Manchester	4,491	172
Cumberland, Me.	Portland	4,486	173
Contra Costa, Cal.	Richmond	4,482	174
Greenville, S. C.	Greenville	4,460	175
Blair, Pa.	Altoona	4,434	176
Bristol, Mass.	New Bedford	4,351	177
Schuylkill, Pa.	Pottsville	4,322	178
Washington, Pa.	Washington	4,319	179
Tulare, Cal.	Visalia	4,302	180
Lane, Ore.	Eugene	4,258	181
Chatauqua, N. Y.	Jamestown	4,223	182
Niagara, N. Y.	Niagara Falls	4,215	183
Burlington, N. J.	Burlington	4,212	184
Orange, Fla.	Orlando	4,195	185
Montgomery, Ala.	Montgomery	4,181	186
Yakima, Wash.	Yakima	4,176	187
Bucks, Pa.	Bristol	4,155	188
Fairfax, Va.	Falls Church	4,123	189
Cameron, Texas	Harlingen	4,116	190
St. Louis, Minn.	Duluth	4,108	191
Hillsborough, Fla.	Tampa	4,010	192
Pinellas, Fla.	St. Petersburg	4,008	193
Hidalgo, Texas	McAllen	4,004	194
Spartanburg, S. C.	Spartanburg	4,002	195
Orange, Cal.	Santa Ana	3,980	196
Riverside, Cal.	Riverside	3,978	197
San Bernardino, Cal.	San Bernardino	3,784	198
Fayette, Pa.	Uniontown	3,681	199
Polk, Fla.	Lakeland	3,645	200
U. S. Per Family Income		4,927	

Honolulu County, with Per Family Income of $5,853, would, if included above, carry a rank of 64.

the Fabulous Fifth eats high on the hog



More than a third—37%—of all non-durable goods and services is bought by families in the Fabulous Fifth! In its recent *Survey of Consumer Finances*, the Federal Reserve Board has arranged America's families by fifths according to income. The findings show that the top (or "Fabulous") fifth not only buys a third of all non-durable goods, but also (1) gets nearly half the nation's total consumer income, (2) buys 42% of all durable goods, (3) holds 51% of the nation's liquid assets. Obviously, no advertiser can successfully sell his product without reaching this Fabulous Fifth!

More than 80% of House Beautiful's circulation is concentrated in the Fabulous Fifth! To hear more about this Fabulous Fifth and how it can boost your sales curve, just phone us at PLaza 5-2800 or write to 572 Madison Avenue, New York 22, New York.

House Beautiful *sells both sides of the counter*

Per Capita Effective Buying Income, 200 Counties

SM Estimates, 1951, for the 200 counties leading in population

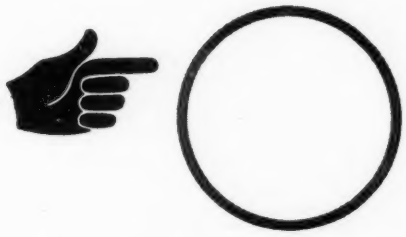
COUNTY and STATE	LEADING CITY	NET E.B.I. PER CAPITA SM Estimates	Rank in Group
Westchester, N. Y.	Yonkers	2,686	1
San Francisco, Cal.	San Francisco	2,273	2
Nassau, N. Y.	Hempstead Township	2,227	3
Essex, N. J.	Newark	2,224	4
Multnomah, Ore.	Portland	2,100	5
Arlington, Va.	Alexandria	2,091	6
Fairfield, Conn.	Bridgeport	2,088	7
Allen, Ind.	Fort Wayne	2,085	8
Montgomery, Md.	Rockville	2,043	9
King, Wash.	Seattle	2,036	10
Alameda, Cal.	Oakland	2,020	11
Marion, Ind.	Indianapolis	2,009	12
Du Page, Ill.	Elmhurst	1,963	13
Cook, Ill.	Chicago	1,949	14
Douglas, Neb.	Omaha	1,943	15
Hartford, Conn.	Hartford	1,940	16
Peoria, Ill.	Peoria	1,932	17
Union, N. J.	Elizabeth	1,932	17
Philadelphia, Pa.	Philadelphia	1,930	19
Norfolk, Mass.	Quincy	1,920	20
Cuyahoga, Ohio	Cleveland	1,919	21
District of Columbia	Washington	1,891	22
Lucas, Ohio	Toledo	1,887	23
Montgomery, Ohio	Dayton	1,887	23
Jackson, Mo.	Kansas City	1,879	25
Wayne, Mich.	Detroit	1,877	26
St. Joseph, Ind.	South Bend	1,873	27
Hamilton, Ohio	Cincinnati	1,871	28
Hennepin, Minn.	Minneapolis	1,861	29
Polk, Iowa	Des Moines	1,857	30
Los Angeles, Cal.	Los Angeles	1,852	31
Milwaukee, Wis.	Milwaukee	1,847	32
New York, N. Y. (5 Counties)	New York City	1,819	33
Passaic, N. J.	Paterson	1,811	34
New Castle, Del.	Wilmington	1,805	35
Ingham, Mich.	Lansing	1,799	36
Rock Island, Ill.	Rock Island	1,795	37
Atlantic, N. J.	Atlantic City	1,794	38
Harris, Texas	Houston	1,794	38
Allegheny, Pa.	Pittsburgh	1,791	40
Summit, Ohio	Akron	1,790	41
Kane, Ill.	Aurora	1,778	42
Dauphin, Pa.	Harrisburg	1,776	43
Franklin, Ohio	Columbus	1,774	44
Ramsey, Minn.	St. Paul	1,772	45
Denver, Colo.	Denver	1,767	46
Monmouth, N. J.	Asbury Park	1,760	47
New Haven, Conn.	New Haven	1,756	48
Dallas, Texas	Dallas	1,754	49
Monroe, N. Y.	Rochester	1,750	50
Lake, Ind.	Gary	1,738	51
Vanderburgh, Ind.	Evansville	1,738	51
Spokane, Wash.	Spokane	1,737	53
Sedgwick, Kans.	Wichita	1,729	54
Lake, Ill.	Waukegan	1,726	55
Winnebago, Ill.	Rockford	1,726	55
Mahoning, Ohio	Youngstown	1,726	55
Stark, Ohio	Canton	1,726	55
Hudson, N. J.	Jersey City	1,725	59
Caddo, La.	Shreveport	1,724	60
Middlesex, Mass.	Cambridge	1,721	61
St. Louis, Mo.	St. Louis	1,720	62
Montgomery, Pa.	Lower Merion	1,714	63
Bergen, N. J.	Hackensack	1,708	64
Kalamazoo, Mich.	Kalamazoo	1,705	65
San Diego, Cal.	San Diego	1,701	66
Albany, N. Y.	Albany	1,696	67
Sangamon, Ill.	Springfield	1,693	68
East Baton Rouge, La.	Baton Rouge	1,691	69
Mercer, N. J.	Trenton	1,691	69
Washtenaw, Mich.	Ann Arbor	1,689	71
Sacramento, Cal.	Sacramento	1,684	72
Henrico, Va.	Richmond	1,683	73
Jefferson, Ky.	Louisville	1,677	74
Suffolk, Mass.	Boston	1,675	75
Lorain, Ohio	Lorain	1,662	76
Trumbull, Ohio	Warren	1,662	76
Nueces, Texas	Corpus Christi	1,660	78
Pierce, Wash.	Tacoma	1,657	79
York, Pa.	York	1,652	80
Genessee, Mich.	Flint	1,643	81
Tulsa, Okla.	Tulsa	1,637	82
Northampton, Pa.	Bethlehem	1,636	83
Salt Lake, Utah	Salt Lake City	1,629	84
Dane, Wis.	Madison	1,619	85
Providence, R. I.	Providence	1,615	86
New London, Conn.	New London	1,610	87
Tarrant, Texas	Fort Worth	1,606	88
Lancaster, Pa.	Lancaster	1,605	89
Hampden, Mass.	Springfield	1,599	90
Muskegon, Mich.	Muskegon	1,595	91
Berks, Pa.	Reading	1,590	92
Delaware, Pa.	Chester	1,590	92
Prince Georges, Md.	Hyattsville	1,589	94
San Mateo, Cal.	San Mateo	1,583	95
Butler, Ohio	Hamilton	1,583	95
Mecklenberg, N. C.	Charlotte	1,578	97
Erie, Pa.	Erie	1,575	98
Bernalillo, N. M.	Albuquerque	1,570	99
San Joaquin, Cal.	Stockton	1,568	100
Oakland, Mich.	Pontiac	1,564	101
Oklahoma, Okla.	Oklahoma City	1,564	101
Lehigh, Pa.	Allentown	1,559	103
Wake, N. C.	Raleigh	1,558	104
Orleans, La.	New Orleans	1,550	105
Saginaw, Mich.	Saginaw	1,533	106
Erie, N. Y.	Buffalo	1,520	107
Baltimore, Md.	Baltimore	1,518	108
Chester, Pa.	West Chester	1,513	109
Jefferson, Texas	Beaumont	1,513	109
Forsyth, N. C.	Winston-Salem	1,510	111
St. Clair, Ill.	East St. Louis	1,504	112
Will, Ill.	Joliet	1,504	112
Onondaga, N. Y.	Syracuse	1,503	114
Suffolk, N. Y.	Patchogue	1,503	114
Kern, Cal.	Bakersfield	1,499	116
Monterey, Cal.	Salinas	1,499	116
Travis, Texas	Austin	1,499	116
Fulton, Ga.	Atlanta	1,498	119
Pima, Ariz.	Tucson	1,496	120
De Kalb, Ga.	Decatur	1,488	121
Middlesex, N. J.	New Brunswick	1,484	122
Schenectady, N. Y.	Schenectady	1,484	122
Oneida, N. Y.	Utica	1,474	124
Calhoun, Mich.	Battle Creek	1,470	125
Wyandotte, Kans.	Kansas City	1,468	126
Lackawanna, Pa.	Scranton	1,467	127
Camden, N. J.	Camden	1,466	128
Santa Clara, Cal.	San Jose	1,465	129
Dade, Fla.	Miami	1,451	130
Worcester, Mass.	Worcester	1,447	131
Bexar, Texas	San Antonio	1,446	132
Pinellas, Fla.	St. Petersburg	1,442	133
Kent, Mich.	Grand Rapids	1,439	134
Dutchess, N. Y.	Poughkeepsie	1,432	135
Pulaski, Ark.	Little Rock	1,431	136
Guilford, N. C.	Greensboro	1,430	137
Kanawha, W. Va.	Charleston	1,420	138
Chatham, Ga.	Savannah	1,418	139
Plymouth, Mass.	Brockton	1,416	140
Fresno, Cal.	Fresno	1,415	141
Luzerne, Pa.	Wilkes-Barre	1,405	142
Knox, Tenn.	Knoxville	1,403	143
Essex, Mass.	Lynn	1,402	144
Orange, N. Y.	Newburgh	1,397	145
Davidson, Tenn.	Nashville	1,394	146
Hamilton, Tenn.	Chattanooga	1,394	146
Buncombe, N. C.	Asheville	1,382	148
Stanislaus, Cal.	Modesto	1,381	149
Morris, N. J.	Morristown	1,380	150
Rensselaer, N. Y.	Troy	1,378	151
Beaver, Pa.	Beaver Falls	1,374	152
Westmoreland, Pa.	Greensburg	1,374	152
Madison, Ill.	Alton	1,368	154
McLennan, Texas	Waco	1,365	155
Shelby, Tenn.	Memphis	1,354	156
Hillsborough, N. H.	Manchester	1,347	157
Maricopa, Ariz.	Phoenix	1,345	158
Macomb, Mich.	Mount Clemens	1,345	158
Norfolk, Va.	Norfolk	1,343	160
Berkshire, Mass.	Pittsfield	1,341	161
Charleston, S. C.	Charleston	1,339	162
Chatauqua, N. Y.	Jamestown	1,326	163
Duval, Fla.	Jacksonville	1,314	164
Orange, Fla.	Orlando	1,314	164
Cumberland, Maine	Portland	1,311	166
Lane, Ore.	Eugene	1,309	167
Broome, N. Y.	Binghamton	1,308	168
Roanoke, Va.	Roanoke	1,298	169
Orange, Cal.	Santa Ana	1,297	170
Jefferson, Ala.	Birmingham	1,295	171
Mobile, Ala.	Mobile	1,295	171
Richland, S. C.	Columbia	1,286	173
El Paso, Texas	El Paso	1,286	173
Blair, Pa.	Altoona	1,282	175
Bristol, Mass.	New Bedford	1,279	176
Cambria, Pa.	Johnstown	1,266	177
Contra Costa, Cal.	Richmond	1,263	178
Riverside, Cal.	Riverside	1,263	178
Muscogee, Ga.	Columbus	1,255	180
St. Louis, Minn.	Duluth	1,253	181
Yakima, Wash.	Yakima	1,247	182
Tulare, Cal.	Visalia	1,245	183
Richmond, Ga.	Augusta	1,245	183
Washington, Pa.	Washington	1,219	185
Greenville, S. C.	Greenville	1,216	186
Hillsborough, Fla.	Tampa	1,209	187
Hinds, Miss.	Jackson	1,206	188
Schuylkill, Pa.	Pottsville	1,204	189
Niagara, N. Y.	Niagara Falls	1,202	190
Bucks, Pa.	Bristol	1,188	191
Montgomery, Ala.	Montgomery	1,164	192
San Bernardino, Cal.	San Bernardino	1,161	193
Polk, Fla.	Lakeland	1,069	194
Spartanburg, S. C.	Spartanburg	1,042	195
Burlington, N. J.	Burlington	1,035	196
Fairfax, Va.	Falls Church	1,035	196
Cameron, Texas	Harlingen	1,017	198
Fayette, Pa.	Uniontown	1,003	199
Hidalgo, Texas	McAllen	937	200
U. S. Per Capita Income		1,423	

Honolulu County, with Per Capita Income of $1,597, would, if included above, carry a rank of 91.

WHY... in Northern California

KNBC *reaches more people . . . more often . . . than any other radio* OR TV *station*

This represents the coverage pattern in Northern California of KNBC's 50,000 watt *non-directional* transmitter.



This represents the coverage pattern of the other dominant 50,000 watt stations in Northern California—both *directional* transmitters.



This, for interesting comparison, represents television coverage in Northern California.



Put them all together—and you get a *complete* picture of radio and TV coverage in the great Northern California market, like this:—





TELEVISION, covering a sixty mile radius with only about one-third of the families in the narrow TV circle owning sets.

Radio, dominated by three stations: — two with 50,000 watt directional coverage taking in a limited elliptical area —

— and the other, KNBC, with 50,000 watts, non-directional, giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but *all* the thriving PLUS-Markets of Northern California.

Yes, in Northern California, more people are reached by—and listen more often to—KNBC than any other radio station. More people tune in to KNBC radio than to any television station in the area.

Wide circle coverage plus program popularity make...

KNBC

in San Francisco, Northern California's No. 1 Advertising Medium...
50,000 watts, Non-Directional...680 KC
Represented by NBC spot sales

Total Retail Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	9,356,729	1
Cook, Ill.	Chicago	5,583,581	2
Los Angeles, Cal.	Los Angeles	5,036,597	3
Wayne, Mich.	Detroit	3,257,650	4
Philadelphia, Pa.	Philadelphia	2,387,718	5
Allegheny, Pa.	Pittsburgh	1,786,624	6
Cuyahoga, Ohio	Cleveland	1,733,424	7
District of Columbia	Washington	1,453,386	8
St. Louis, Mo.	St. Louis	1,396,500	9
Baltimore, Md.	Baltimore	1,351,303	10
Suffolk, Mass.	Boston	1,328,932	11
San Francisco, Cal.	San Francisco	1,169,856	12
Essex, N. J.	Newark	1,140,794	13
Erie, N. Y.	Buffalo	1,066,670	14
Milwaukee, Wisc.	Milwaukee	1,054,248	15
Harris, Texas	Houston	998,324	16
Alameda, Cal.	Oakland	928,404	17
Middlesex, Mass.	Cambridge	878,122	18
Jackson, Mo.	Kansas City	870,240	19
King, Wash.	Seattle	849,437	20
Dallas, Texas	Dallas	848,510	21
Hamilton, Ohio	Cincinnati	844,030	22
Hennepin, Minn.	Minneapolis	834,538	23
Nassau, N. Y.	Hempstead Township	794,860	24
Westchester, N. Y.	Yonkers	754,926	25
Multnomah, Ore.	Portland	715,008	26
Marion, Ind.	Indianapolis	714,386	27
Dade, Fla.	Miami	698,460	28
Fulton, Ga.	Atlanta	694,644	29
Hartford, Conn.	Hartford	681,968	30
Fairfield, Conn.	Bridgeport	642,631	31
New Haven, Conn.	New Haven	625,632	32
Providence, R. I.	Providence	622,880	33
Denver, Colo.	Denver	620,268	34
Worcester, Mass.	Worcester	612,540	35
San Diego, Cal.	San Diego	605,358	36
Hudson, N. J.	Jersey City	595,816	37
Orleans, La.	New Orleans	590,310	38
Shelby, Tenn.	Memphis	569,750	39
Essex, Mass.	Lynn	557,436	40
Monroe, N. Y.	Rochester	543,801	41
Franklin, Ohio	Columbus	540,855	42
Jefferson, Ky.	Louisville	533,088	43
Tarrant, Texas	Fort Worth	508,032	44
Jefferson, Ala.	Birmingham	506,896	45
Bexar, Texas	San Antonio	502,416	46
Lucas, Ohio	Toledo	494,560	47
Bergen, N. J.	Hackensack	473,764	48
Summit, Ohio	Akron	464,543	49
Montgomery, Ohio	Dayton	459,762	50
Union, N. J.	Elizabeth	459,030	51
Ramsey, Minn.	St. Paul	446,985	52
Passaic, N. J.	Paterson	445,312	53
Oakland, Mich.	Pontiac	421,792	54
Lake, Ind.	Gary	420,849	55
Hampden, Mass.	Springfield	402,803	56
Maricopa, Ariz.	Phoenix	401,357	57
Onondaga, N. Y.	Syracuse	397,935	58
Oklahoma, Okla.	Oklahoma City	380,116	59
Douglas, Neb.	Omaha	371,205	60
Norfolk, Va.	Norfolk	370,552	61
Norfolk, Mass.	Quincy	358,460	62
Kent, Mich.	Grand Rapids	356,757	63
Montgomery, Pa.	Lower Merion	356,160	64
Henrico, Va.	Richmond	354,938	65
Luzerne, Pa.	Wilkes-Barre	344,552	66
Albany, N. Y.	Albany	342,784	67
Sacramento, Cal.	Sacramento	341,848	68
Davidson, Tenn.	Nashville	334,739	69
Bristol, Mass.	New Bedford	333,926	70
Santa Clara, Cal.	San Jose	332,860	71
Duval, Fla.	Jacksonville	331,058	72
Fresno, Cal.	Fresno	329,282	73
Delaware, Pa.	Chester	328,224	74
Salt Lake, Utah	Salt Lake City	319,680	75
Genesee, Mich.	Flint	315,840	76
Stark, Ohio	Canton	309,904	77
Suffolk, N. Y.	Patchogue	300,789	78
Tulsa, Okla.	Tulsa	296,120	79
Camden, N. J.	Camden	295,050	80
Mahoning, Ohio	Youngstown	286,380	81
Mercer, N. J.	Trenton	285,722	82
Westmoreland, Pa.	Greensburg	283,797	83
Polk, Iowa	Des Moines	280,476	84
Monmouth, N. J.	Asbury Park	277,786	85
Berks, Pa.	Reading	274,155	86
Middlesex, N. J.	New Brunswick	273,126	87
Hillsborough, Fla.	Tampa	268,944	88
New Castle, Del.	Wilmington	268,510	89
San Bernardino, Cal.	San Bernardino	267,756	90
Sedgwick, Kans.	Wichita	267,330	91
St. Joseph, Ind.	South Bend	262,640	92
Kern, Cal.	Bakersfield	262,456	93
Erie, Pa.	Erie	257,520	94
Oneida, N. Y.	Utica	254,951	95
Mecklenberg, N. C.	Charlotte	251,859	96
Spokane, Wash.	Spokane	243,853	97
Jefferson, Texas	Beaumont	240,136	98
Pierce, Wash.	Tacoma	239,944	99
Lancaster, Pa.	Lancaster	238,960	100
Dauphin, Pa.	Harrisburg	235,266	101
Ingham, Mich.	Lansing	233,571	102
Lackawanna, Pa.	Scranton	231,504	103
Orange, Cal.	Santa Ana	229,959	104
San Joaquin, Cal.	Stockton	223,450	105
Lehigh, Pa.	Allentown	222,912	106
Allen, Ind.	Fort Wayne	222,777	107
Knox, Tenn.	Knoxville	222,578	108
Hamilton, Tenn.	Chattanooga	217,005	109
Niagara, N. Y.	Niagara Falls	216,228	110
Kanawha, W. Va.	Charleston	215,926	111
Contra Costa, Cal.	Richmond	213,766	112
Guilford, N. C.	Greensboro	212,988	113
St. Louis, Minn.	Duluth	211,932	114
Plymouth, Mass.	Brockton	208,646	115
Broome, N. Y.	Binghamton	208,488	116
Pinellas, Fla.	St. Petersburg	207,360	117
Northampton, Pa.	Bethlehem	206,712	118
El Paso, Texas	El Paso	206,496	119
Caddo, La.	Shreveport	205,901	120
Pulaski, Ark.	Little Rock	204,156	121
Peoria, Ill.	Peoria	203,796	122
Atlantic, N. J.	Atlantic City	202,672	123
San Mateo, Cal.	San Mateo	199,031	124
York, Pa.	York	195,994	125
Kane, Ill.	Aurora	193,930	126
Winnebago, Ill.	Rockford	193,686	127
Mobile, Ala.	Mobile	188,608	128
Orange, N. Y.	Newburgh	187,315	129
Nueces, Texas	Corpus Christi	186,702	130
Washington, Pa.	Washington	185,658	131
Dane, Wisc.	Madison	183,144	132
St. Clair, Ill.	East St. Louis	182,108	133
Riverside, Cal.	Riverside	181,793	134
Cambria, Pa.	Johnstown	180,576	135
Schenectady, N. Y.	Schenectady	177,240	136
Lake, Ill.	Waukegan	176,945	137
Vanderburgh, Ind.	Evansville	176,085	138
Arlington, Va.	Alexandria	172,494	139
Travis, Texas	Austin	169,832	140
Cumberland, Me.	Portland	168,792	141
Hillsborough, N. H.	Manchester	168,696	142
Greenville, S. C.	Greenville	167,610	143
Stanislaus, Cal.	Modesto	166,520	144
Palm Beach, Fla.	West Palm Beach	164,189	145
East Baton Rouge, La.	Baton Rouge	164,088	146
Fayette, Pa.	Uniontown	163,153	147
Saginaw, Mich.	Saginaw	163,059	148
Chatauqua, N. Y.	Jamestown	162,360	149
Beaver, Pa.	Beaver Falls	162,001	150
Madison, Ill.	Alton	161,843	151
Morris, N. J.	Morristown	161,378	152
Sangamon, Ill.	Springfield	161,035	153
Schuylkill, Pa.	Pottsville	160,842	154
Bernalillo, N. Mex.	Albuquerque	159,848	155
Washtenaw, Mich.	Ann Arbor	159,234	156
Pima, Ariz.	Tucson	156,716	157
Dutchess, N. Y.	Poughkeepsie	155,628	158
Roanoke, Va.	Roanoke	154,760	159
Macomb, Mich.	Mount Clemens	154,193	160
Berkshire, Mass.	Pittsfield	153,365	161
Lubbock, Texas	Lubbock	150,465	162
New London, Conn.	New London	150,076	163
Kalamazoo, Mich.	Kalamazoo	148,894	164
Potter, Texas	Amarillo	148,064	165
Muskegon, Mich.	Muskegon	147,858	166
Rock Island, Ill.	Rock Island	147,400	167
Calhoun, Mich.	Battle Creek	147,146	168
Butler, Ohio	Hamilton	147,113	169
Tulare, Cal.	Visalia	146,766	170
Chester, Pa.	West Chester	146,729	171
Richland, S. C.	Columbia	146,483	172
Monterey, Cal.	Salinas	145,718	173
Lorain, Ohio	Lorain	144,886	174
Rensselaer, N. Y.	Troy	144,406	175
Wake, N. C.	Raleigh	142,857	176
Lane, Ore.	Eugene	142,452	177
Sonoma, Cal.	Santa Rosa	142,378	178
McLennan, Texas	Waco	142,272	179
Chatham, Ga.	Savannah	139,440	180
Berrien, Mich.	Benton Harbor	138,951	181
Lancaster, Neb.	Lincoln	137,340	182
Yakima, Wash.	Yakima	135,765	183
Woodbury, Iowa	Sioux City	135,756	184
Trumbull, Ohio	Warren	135,072	185
Charleston, S. C.	Charleston	135,000	186
Hinds, Miss.	Jackson	134,460	187
Blair, Pa.	Altoona	133,416	188
Wyandotte, Kans.	Kansas City	133,089	189
Linn, Iowa	Cedar Rapids	132,544	190
Orange, Fla.	Orlando	132,184	191
Will, Ill.	Joliet	132,048	192
Racine, Wisc.	Racine	131,868	193
Montgomery, Ala.	Montgomery	129,492	194
Jackson, Mich.	Jackson	128,150	195
Spartanburg, S. C.	Spartanburg	127,764	196
Galveston, Texas	Galveston	127,500	197
Scott, Iowa	Davenport	126,876	198
Santa Barbara, Cal.	Santa Barbara	126,256	199
Du Page, Ill.	Elmhurst	125,180	200
Total Above Counties		95,262,067	
% U. S. A. Total		62.9896	

Honolulu County, with total Retail Sales of $331,800,000, would, if included above, carry a rank of 72.

It's YOUR move!

NEWARK NEWS
Daily & Sunday

TOP COVERAGE
in the Nation's 11th County

3rd RICHEST MARKET
$7,718 per Family

12th FOOD AREA
Nation's TOP Supers

2 BILLION NET INCOME
9th U. S. County

Sources: O'MARA & ORMSBEE, Inc., Advertising Representatives
SALES MANAGEMENT, Survey of Buying Power
SUPER MARKET MERCHANDISING, Survey of Supermarkets

Food Store Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FOOD STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	2,561,426	1
Los Angeles, Cal.	Los Angeles	1,190,224	2
Cook, Ill.	Chicago	1,169,424	3
Wayne, Mich.	Detroit	705,640	4
Philadelphia, Pa.	Philadelphia	544,628	5
Allegheny, Pa.	Pittsburgh	493,506	6
Cuyahoga, Ohio	Cleveland	458,874	7
Baltimore, Md.	Baltimore	363,664	8
St. Louis, Mo.	St. Louis	335,829	9
Suffolk, Mass.	Boston	299,515	10
District of Columbia	Washington	292,827	11
Essex, N. J.	Newark	292,638	12
Middlesex, Mass.	Cambridge	281,464	13
Erie, N. Y.	Buffalo	271,630	14
San Francisco, Cal.	San Francisco	249,288	15
Nassau, N. Y.	Hempstead Township	246,215	16
Milwaukee, Wisc.	Milwaukee	243,618	17
Westchester, N. Y.	Yonkers	240,142	18
Harris, Texas	Houston	238,192	19
Alameda, Cal.	Oakland	237,916	20
Hamilton, Ohio	Cincinnati	208,955	21
Hudson, N. J.	Jersey City	196,020	22
King, Wash.	Seattle	192,432	23
Fairfield, Conn.	Bridgeport	183,372	24
Worcester, Mass.	Worcester	173,637	25
Essex, Mass.	Lynn	172,856	26
Hennepin, Minn.	Minneapolis	171,495	27
Hartford, Conn.	Hartford	170,937	28
New Haven, Conn.	New Haven	168,129	29
Providence, R. I.	Providence	159,794	30
Bergen, N. J.	Hackensack	159,268	31
Dallas, Texas	Dallas	158,256	32
Multnomah, Ore.	Portland	153,387	33
Marion, Ind.	Indianapolis	149,112	34
Jackson, Mo.	Kansas City	146,278	35
San Diego, Cal.	San Diego	145,424	36
Dade, Fla.	Miami	138,866	37
Union, N. J.	Elizabeth	135,930	38
Monroe, N. Y.	Rochester	133,380	39
Jefferson, Ky.	Louisville	124,757	40
Orleans, La.	New Orleans	123,388	41
Jefferson, Ala.	Birmingham	122,256	42
Summit, Ohio	Akron	120,714	43
Lucas, Ohio	Toledo	118,220	44
Fulton, Ga.	Atlanta	118,048	45
Franklin, Ohio	Columbus	117,502	46
Denver, Colo.	Denver	115,304	47
Oakland, Mich.	Pontiac	114,543	48
Bexar, Texas	San Antonio	113,702	49
Norfolk, Mass.	Quincy	113,026	50
Passaic, N. J.	Paterson	111,618	51
Montgomery, Ohio	Dayton	110,922	52
Shelby, Tenn.	Memphis	106,782	53
Lake, Ind.	Gary	105,336	54
Hampden, Mass.	Springfield	104,964	55
Montgomery, Pa.	Lower Merion	104,695	56
Onondaga, N. Y.	Syracuse	103,005	57
Bristol, Mass.	New Bedford	100,734	58
Delaware, Pa.	Chester	97,956	59
Tarrant, Texas	Fort Worth	94,185	60
Luzerne, Pa.	Wilkes-Barre	93,204	61
Ramsey, Minn.	St. Paul	92,432	62
Suffolk, N. Y.	Patchogue	92,407	63
Norfolk, Va.	Norfolk	91,044	64
Camden, N. J.	Camden	87,418	65
Kent, Mich.	Grand Rapids	85,272	66
Maricopa, Ariz.	Phoenix	85,050	67
Westmoreland, Pa.	Greensburg	83,588	68
Middlesex, N. J.	New Brunswick	81,442	69
Sacramento, Cal.	Sacramento	80,568	70
Duval, Fla.	Jacksonville	79,744	71
Santa Clara, Cal.	San Jose	79,350	72
Monmouth, N. J.	Asbury Park	79,276	73
Genesee, Mich.	Flint	78,807	74
Stark, Ohio	Canton	77,220	75
Contra Costa, Cal.	Richmond	76,903	76
Fresno, Cal.	Fresno	76,346	77
Mahoning, Ohio	Youngstown	75,052	78
Douglas, Neb.	Omaha	74,340	79
Henrico, Va.	Richmond	74,044	80
Albany, N. Y.	Albany	73,224	81
Davidson, Tenn.	Nashville	71,820	82
Oklahoma, Okla.	Oklahoma City	71,484	83
San Bernardino, Cal.	San Bernardino	70,929	84
Mercer, N. J.	Trenton	69,443	85
Salt Lake, Utah	Salt Lake City	67,454	86
Oneida, N. Y.	Utica	66,462	87
Lackawanna, Pa.	Scranton	66,312	88
Erie, Pa.	Erie	65,772	89
Kern, Cal.	Bakersfield	65,379	90
San Mateo, Cal.	San Mateo	64,212	91
Berks, Pa.	Reading	63,111	92
Hillsborough, Fla.	Tampa	62,640	93
Northampton, Pa.	Bethlehem	62,557	94
Plymouth, Mass.	Brockton	62,167	95
Tulsa, Okla.	Tulsa	60,950	96
New Castle, Del.	Wilmington	60,375	97
Pierce, Wash.	Tacoma	58,994	98
Ingham, Mich.	Lansing	56,994	99
St. Joseph, Ind.	South Bend	55,224	100
St. Louis, Minn.	Duluth	54,450	101
Orange, Cal.	Santa Ana	54,277	102
Jefferson, Texas	Beaumont	54,216	103
Washington, Pa.	Washington	53,769	104
Niagara, N. Y.	Niagara Falls	53,708	105
Arlington, Va.	Alexandria	53,238	106
Kanawha, W. Va.	Charleston	53,200	107
Polk, Iowa	Des Moines	52,725	108
Hillsborough, N. H.	Manchester	52,001	109
Broome, N. Y.	Binghamton	51,940	110
Sedgwick, Kans.	Wichita	51,720	111
Morris, N. J.	Morristown	51,607	112
Dauphin, Pa.	Harrisburg	51,566	113
San Joaquin, Cal.	Stockton	51,186	114
Orange, N. Y.	Newburgh	50,963	115
Atlantic, N. J.	Atlantic City	50,949	116
Dutchess, N. Y.	Poughkeepsie	50,588	117
Beaver, Pa.	Beaver Falls	50,545	118
Cambria, Pa.	Johnstown	50,083	119
Lancaster, Pa.	Lancaster	49,648	120
Hamilton, Tenn.	Chattanooga	49,300	121
Mobile, Ala.	Mobile	49,257	122
York, Pa.	York	49,062	123
Spokane, Wash.	Spokane	48,944	124
Cumberland, Me.	Portland	48,708	125
St. Clair, Ill.	East St. Louis	48,507	126
Mecklenberg, N. C.	Charlotte	48,024	127
Lehigh, Pa.	Allentown	47,714	128
Allen, Ind.	Fort Wayne	47,444	129
Schuylkill, Pa.	Pottsville	47,322	130
Knox, Tenn.	Knoxville	47,310	131
Macomb, Mich.	Mount Clemens	47,117	132
Lake, Ill.	Waukegan	47,085	133
Peoria, Ill.	Peoria	46,714	134
Kane, Ill.	Aurora	46,460	135
Riverside, Cal.	Riverside	46,388	136
Madison, Ill.	Alton	46,046	137
Winnebago, Ill.	Rockford	45,600	138
Schenectady, N. Y.	Schenectady	45,453	139
El Paso, Texas	El Paso	44,556	140
New London, Conn.	New London	43,407	141
Muskegon, Mich.	Muskegon	43,200	142
Fayette, Pa.	Uniontown	42,596	143
Chatauqua, N. Y.	Jamestown	42,550	144
Caddo, La.	Shreveport	42,522	145
Saginaw, Mich.	Saginaw	41,760	146
Nueces, Texas	Corpus Christi	41,412	147
Blair, Pa.	Altoona	41,382	148
Guilford, N. C.	Greensboro	41,154	149
Berkshire, Mass.	Pittsfield	41,054	150
Washtenaw, Mich.	Ann Arbor	40,873	151
Lorain, Ohio	Lorain	40,348	152
Butler, Ohio	Hamilton	40,010	153
Rensselaer, N. Y.	Troy	39,376	154
Tulare, Cal.	Visalia	39,019	155
Pulaski, Ark.	Little Rock	38,528	156
Du Page, Ill.	Elmhurst	38,410	157
Trumbull, Ohio	Warren	38,376	158
Vanderburgh, Ind.	Evansville	38,368	159
Berrien, Mich.	Benton Harbor	37,394	160
Calhoun, Mich.	Battle Creek	37,368	161
Chester, Pa.	West Chester	37,250	162
Pima, Ariz.	Tucson	36,905	163
Pinellas, Fla.	St. Petersburg	36,773	164
Dane, Wisc.	Madison	36,180	165
Will, Ill.	Joliet	35,919	166
Rock Island, Ill.	Rock Island	35,910	167
Greenville, S. C.	Greenville	35,844	168
Roanoke, Va.	Roanoke	35,631	169
Charleston, S. C.	Charleston	35,532	170
Travis, Texas	Austin	35,316	171
Wyandotte, Kans.	Kansas City	35,226	172
Palm Beach, Fla.	West Palm Beach	35,146	173
Kalamazoo, Mich.	Kalamazoo	35,112	174
Chatham, Ga.	Savannah	34,866	175
Monterey, Cal.	Salinas	34,727	176
Bernalillo, N. Mex.	Albuquerque	33,912	177
Lane, Ore.	Eugene	33,614	178
Bucks, Pa.	Bristol	33,450	179
Racine, Wisc.	Racine	33,176	180
Sangamon, Ill.	Springfield	32,863	181
Prince Georges, Md.	Hyattsville	32,385	182
East Baton Rouge, La.	Baton Rouge	31,968	183
Ulster, N. Y.	Kingston	31,936	184
Stanislaus, Cal.	Modesto	31,857	185
Polk, Fla.	Lakeland	31,522	186
Yakima, Wash.	Yakima	31,501	187
Jackson, Mich.	Jackson	31,280	188
McLennan, Texas	Waco	31,212	189
Ventura, Cal.	Ventura	30,680	190
Burlington, N. J.	Burlington	30,541	191
Solano, Cal.	Vallejo	30,360	192
Montgomery, Md.	Rockville	30,089	193
Litchfield, Conn.	Torrington	29,953	194
La Salle, Ill.	Streator	29,812	195
Orange, Fla.	Orlando	29,484	196
Spartanburg, S. C.	Spartanburg	29,402	197
Mercer, Pa.	Sharon	29,318	198
Galveston, Texas	Galveston	29,256	199
Northumberland, Pa.	Sunbury	28,919	200
Total Above Counties		23,238,139	
% of U. S. A. Total		63.7583	

Honolulu County, with Food Store Sales of $107,690,000, would, if included above, carry a rank of 53.

Mark them well... they *are* buying power!



Sell these Young Adults in Redbook

In any survey of buying power, there is no overlooking the Young Adult Market. They are *eager-to buyers—hungry buyers*—between the ages of 18 to 35. This is the age group in which three-quarters of all people are married each year. It's the age of wooing and wedding . . . of starting households and building families . . . the years of *necessity* for furniture, foods, refrigerators, toiletries, clothes, appliances and baby carriages. Most of these are original, first-time needs for this *brand-new* market.

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Has this paid off? Here's the best evidence of Young Adult response to REDBOOK:

> *Despite a 40% increase in newsstand price last August (from 25¢ to 35¢)* REDBOOK's *circulation guarantee of 1,950,000 has been exceeded in the last 6 months of 1951. And the trend is up!*

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You can *reach* this dynamic, brand-new market . . . you can *sell* these vital Young Adults right now in REDBOOK. It's *their* magazine.

1 2 4 6 8 10 12 14 16 • • • • from 18 to 35 • • • • 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 ? ? ?

Redbook's Young Adults

THE VITAL YEARS THE VITAL MARKET

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Redbook Magazine

Automotive Store Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	AUTOMOTIVE SALES SM Est. (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	926,100	1
Cook, Ill.	Chicago	766,080	2
Wayne, Mich.	Detroit	758,601	3
New York, N. Y. (5 Counties)	New York City	735,238	4
Cuyahoga, Ohio	Cleveland	284,620	5
Allegheny, Pa.	Pittsburgh	270,845	6
Philadelphia, Pa.	Philadelphia	256,870	7
St. Louis, Mo.	St. Louis	226,952	8
District of Columbia	Washington	212,343	9
Harris, Texas	Houston	196,084	10
Erie, N. Y.	Buffalo	193,719	11
Milwaukee, Wis.	Milwaukee	184,000	12
Baltimore, Md.	Baltimore	176,850	13
San Francisco, Cal.	San Francisco	173,983	14
Essex, N. J.	Newark	170,936	15
Dallas, Texas	Dallas	163,800	16
Alameda, Cal.	Oakland	158,954	17
Hennepin, Minn.	Minneapolis	146,761	18
Marion, Ind.	Indianapolis	146,004	19
Middlesex, Mass.	Cambridge	141,922	20
Hamilton, Ohio	Cincinnati	140,337	21
Jackson, Mo.	Kansas City	138,424	22
King, Wash.	Seattle	137,264	23
Multnomah, Ore.	Portland	135,185	24
Nassau, N. Y.	Hempstead Township	134,850	25
Fulton, Ga.	Atlanta	132,120	26
Westchester, N. Y.	Yonkers	124,451	27
Shelby, Tenn.	Memphis	120,951	28
Suffolk, Mass.	Boston	118,808	29
Hartford, Conn.	Hartford	115,710	30
Denver, Colo.	Denver	115,150	31
San Diego, Cal.	San Diego	113,974	32
Dade, Fla.	Miami	112,200	33
Fairfield, Conn.	Bridgeport	107,160	34
Jefferson, Ky.	Louisville	106,353	35
Oakland, Mich.	Pontiac	101,650	36
Providence, R. I.	Providence	100,672	37
Lucas, Ohio	Toledo	99,696	38
Monroe, N. Y.	Rochester	98,256	39
Jefferson, Ala.	Birmingham	94,917	40
Franklin, Ohio	Columbus	94,512	41
New Haven, Conn.	New Haven	94,240	42
Bexar, Texas	San Antonio	92,264	43
Summit, Ohio	Akron	91,770	44
Worcester, Mass.	Worcester	90,350	45
Oklahoma, Okla.	Oklahoma City	89,623	46
Tarrant, Texas	Fort Worth	88,160	47
Douglas, Neb.	Omaha	83,695	48
Bergen, N. J.	Hackensack	83,136	49
Union, N. J.	Elizabeth	78,678	50
Maricopa, Ariz.	Phoenix	76,808	51
Montgomery, Ohio	Dayton	76,452	52
Genesee, Mich.	Flint	71,720	53
Orleans, La.	New Orleans	71,632	54
Tulsa, Okla.	Tulsa	71,331	55
Davidson, Tenn.	Nashville	71,300	56
Essex, Mass.	Lynn	71,294	57
Norfolk, Mass.	Quincy	71,115	58
Duval, Fla.	Jacksonville	70,200	59
Montgomery, Pa.	Lower Merion	68,975	60
Ramsey, Minn.	St. Paul	68,112	61
Lake, Ind.	Gary	67,252	62
Onondaga, N. Y.	Syracuse	64,484	63
Norfolk, Va.	Norfolk	63,597	64
Passaic, N. J.	Paterson	62,985	65
Hampden, Mass.	Springfield	62,378	66
Hudson, N. J.	Jersey City	62,205	67
Polk, Iowa	Des Moines	61,766	68
Sedgwick, Kans.	Wichita	61,056	69
Fresno, Cal.	Fresno	59,185	70
Sacramento, Cal.	Sacramento	58,551	71
Delaware, Pa.	Chester	58,377	72
Kent, Mich.	Grand Rapids	58,328	73
Camden, N. J.	Camden	55,352	74
Santa Clara, Cal.	San Jose	55,056	75
Westmoreland, Pa.	Greensburg	53,950	76
Ingham, Mich.	Lansing	53,390	77
Caddo, La.	Shreveport	53,360	78
Henrico, Va.	Richmond	53,062	79
Salt Lake, Utah	Salt Lake City	53,022	80
Albany, N. Y.	Albany	52,287	81
Stark, Ohio	Canton	51,965	82
Mahoning, Ohio	Youngstown	51,418	83
Spokane, Wash.	Spokane	51,120	84
St. Joseph, Ind.	South Bend	50,730	85
Luzerne, Pa.	Wilkes-Barre	50,721	86
Kern, Cal.	Bakersfield	50,196	87
Hillsborough, Fla.	Tampa	49,242	88
Jefferson, Texas	Beaumont	49,155	89
Berks, Pa.	Reading	49,016	90
Pierce, Wash.	Tacoma	48,995	91
New Castle, Del.	Wilmington	47,709	92
Pulaski, Ark.	Little Rock	46,980	93
Mecklenberg, N. C.	Charlotte	46,530	94
Erie, Pa.	Erie	46,154	95
Mercer, N. J.	Trenton	46,096	96
Bristol, Mass.	New Bedford	44,809	97
Orange, Cal.	Santa Ana	44,494	98
Nueces, Texas	Corpus Christi	43,804	99
San Joaquin, Cal.	Stockton	43,516	100
Lancaster, Pa.	Lancaster	43,258	101
Suffolk, N. Y.	Patchogue	42,829	102
Monmouth, N. J.	Asbury Park	42,141	103
St. Louis, Minn.	Duluth	42,098	104
El Paso, Texas	El Paso	41,632	105
Lehigh, Pa.	Allentown	41,360	106
Allen, Ind.	Fort Wayne	41,172	107
Lubbock, Texas	Lubbock	40,920	108
Kanawha, W. Va.	Charleston	40,500	109
Dauphin, Pa.	Harrisburg	40,375	110
Knox, Tenn.	Knoxville	40,112	111
San Bernardino, Cal.	San Bernardino	39,516	112
Hamilton, Tenn.	Chattanooga	38,916	113
Kane, Ill.	Aurora	38,409	114
Broome, N. Y.	Binghamton	38,250	115
Middlesex, N. J.	New Brunswick	38,103	116
Arlington, Va.	Alexandria	38,082	117
Oneida, N. Y.	Utica	37,352	118
Niagara, N. Y.	Niagara Falls	36,942	119
Richland, S. C.	Columbia	36,720	120
Montgomery, Md.	Rockville	36,670	121
Guilford, N. C.	Greensboro	35,880	122
Greenville, S. C.	Greenville	35,814	123
San Mateo, Cal.	San Mateo	35,765	124
Peoria, Ill.	Peoria	35,581	125
Wyandotte, Kans.	Kansas City	35,512	126
Washington, Pa.	Washington	35,184	127
Potter, Texas	Amarillo	35,150	128
St. Clair, Ill.	East St. Louis	35,010	129
Contra Costa, Cal.	Richmond	34,906	130
Macomb, Mich.	Mount Clemens	34,499	131
Mobile, Ala.	Mobile	34,485	132
Madison, Ill.	Alton	34,280	133
Hinds, Miss.	Jackson	34,088	134
Travis, Texas	Austin	33,669	135
Stanislaus, Cal.	Modesto	33,495	136
York, Pa.	York	33,286	137
Palm Beach, Fla.	West Palm Beach	32,939	138
Lake, Ill.	Waukegan	32,828	139
Sangamon, Ill.	Springfield	32,670	140
Orange, N. Y.	Newburgh	32,559	141
East Baton Rouge, La.	Baton Rouge	32,307	142
Winnebago, Ill.	Rockford	32,256	143
McLennan, Texas	Waco	32,016	144
Plymouth, Mass.	Brockton	31,735	145
Northampton, Pa.	Bethlehem	31,525	146
Wichita, Texas	Wichita Falls	31,445	147
Pinellas, Fla.	St. Petersburg	31,088	148
Rock Island, Ill.	Rock Island	30,912	149
Vanderburgh, Ind.	Evansville	30,888	150
Wake, N. C.	Raleigh	30,644	151
Schuylkill, Pa.	Pottsville	30,226	152
Monterey, Cal.	Salinas	30,043	153
Chatauqua, N. Y.	Jamestown	30,039	154
Gregg, Texas	Longview	29,979	155
Muscogee, Ga.	Columbus	29,735	156
Beaver, Pa.	Beaver Falls	29,734	157
Chester, Pa.	West Chester	29,652	158
Calhoun, Mich.	Battle Creek	29,601	159
Washtenaw, Mich.	Ann Arbor	29,573	160
Riverside, Cal.	Riverside	29,250	161
Schenectady, N. Y.	Schenectady	29,128	162
Cambria, Pa.	Johnstown	28,815	163
Saginaw, Mich.	Saginaw	28,764	164
Dane, Wis.	Madison	28,710	165
Bernalillo, N. M.	Albuquerque	28,449	166
Fayette, Pa.	Uniontown	28,341	167
Charleston, S. C.	Charleston	28,179	168
Yakima, Wash.	Yakima	28,160	169
Lackawanna, Pa.	Scranton	27,927	170
Spartanburg, S. C.	Spartanburg	27,538	171
Kalamazoo, Mich.	Kalamazoo	27,416	172
Tulare, Cal.	Visalia	27,060	173
Montgomery, Ala.	Montgomery	26,816	174
Lane, Ore.	Eugene	26,806	175
Marion, Ore.	Salem	26,709	176
Orange, Fla.	Orlando	26,709	177
Taylor, Texas	Abilene	26,517	178
Du Page, Ill.	Elmhurst	26,505	179
Muskegon, Mich.	Muskegon	26,112	180
Butler, Ohio	Hamilton	25,998	181
Cumberland, Me.	Portland	25,926	182
Morris, N. J.	Morristown	25,912	183
Roanoke, Va.	Roanoke	25,899	184
Rensselaer, N. Y.	Troy	25,628	185
Linn, Iowa	Cedar Rapids	25,484	186
Berkshire, Mass.	Pittsfield	25,365	187
Greene, Mo.	Springfield	24,464	188
Jackson, Mich.	Jackson	24,273	189
Lorain, Ohio	Lorain	24,180	190
Ouachita, La.	Monroe	24,166	191
Chatham, Ga.	Savannah	24,130	192
Woodbury, Iowa	Sioux City	23,998	193
Trumbull, Ohio	Warren	23,940	194
Polk, Fla.	Lakeland	23,880	195
Pima, Ariz.	Tucson	23,862	196
Macon, Ill.	Decatur	23,852	197
Jasper, Mo.	Joplin	23,538	198
Scott, Iowa	Davenport	23,388	199
Berrien, Mich.	Benton Harbor	23,316	200
Total Above Counties		15,547,895	
% of U. S. A. Total		58.0138	

Honolulu County, with Automotive Store Sales of $48,450,000, would, if included above, carry a rank of 92.

General Merchandise Store Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GENERAL MDSE. STORE SALES SM Est. (in thousands)	Rank in Group
Cook, Ill.	Chicago	1,169,510	1
New York, N. Y. (5 Counties)	New York City	986,265	2
Los Angeles, Cal.	Los Angeles	634,296	3
Philadelphia, Pa.	Philadelphia	473,382	4
Wayne, Mich.	Detroit	464,090	5
Allegheny, Pa.	Pittsburgh	326,144	6
Suffolk, Mass.	Boston	298,760	7
Cuyahoga, Ohio	Cleveland	263,872	8
Baltimore, Md.	Baltimore	245,279	9
Jackson, Mo.	Kansas City	220,395	10
District of Columbia	Washington	218,762	11
St. Louis, Mo.	St. Louis	217,875	12
Fulton, Ga.	Atlanta	176,764	13
Milwaukee, Wisc.	Milwaukee	174,291	14
Dallas, Texas	Dallas	172,163	15
Hennepin, Minn.	Minneapolis	162,604	16
Erie, N. Y.	Buffalo	159,830	17
Essex, N. J.	Newark	153,363	18
San Francisco, Cal.	San Francisco	151,632	19
King, Wash.	Seattle	145,842	20
Multnomah, Ore.	Portland	144,480	21
Alameda, Cal.	Oakland	134,754	22
Shelby, Tenn.	Memphis	132,606	23
Denver, Colo.	Denver	131,646	24
Tarrant, Texas	Fort Worth	127,008	25
Hamilton, Ohio	Cincinnati	124,850	26
Harris, Texas	Houston	121,656	27
Marion, Ind.	Indianapolis	119,682	28
Ramsey, Minn.	St. Paul	115,605	29
Orleans, La.	New Orleans	103,425	30
Franklin, Ohio	Columbus	85,050	31
Hartford, Conn.	Hartford	82,206	32
Jefferson, Ala.	Birmingham	80,184	33
Bexar, Texas	San Antonio	74,304	34
Monroe, N. Y.	Rochester	74,120	35
Summit, Ohio	Akron	73,563	36
Albany, N. Y.	Albany	69,992	37
Lucas, Ohio	Toledo	69,410	38
Montgomery, Ohio	Dayton	68,997	39
Jefferson, Ky.	Louisville	67,632	40
Henrico, Va.	Richmond	66,744	41
Providence, R. I.	Providence	65,110	42
Dade, Fla.	Miami	63,735	43
Middlesex, Mass.	Cambridge	63,345	44
San Diego, Cal.	San Diego	58,394	45
Oklahoma, Okla.	Oklahoma City	55,226	46
Salt Lake, Utah	Salt Lake City	54,540	47
Guilford, N. C.	Greensboro	53,846	48
Lake, Ind.	Gary	52,102	49
Worcester, Mass.	Worcester	51,296	50
Onondaga, N. Y.	Syracuse	50,838	51
Douglas, Neb.	Omaha	47,234	52
Kent, Mich.	Grand Rapids	45,998	53
Davidson, Tenn.	Nashville	45,671	54
Fairfield, Conn.	Bridgeport	43,392	55
Maricopa, Ariz.	Phoenix	43,197	56
Luzerne, Pa.	Wilkes-Barre	42,224	57
Polk, Iowa	Des Moines	42,082	58
New Haven, Conn.	New Haven	39,760	59
Mahoning, Ohio	Youngstown	39,405	60
Tulsa, Okla.	Tulsa	38,940	61
Passaic, N. J.	Paterson	38,416	62
Hampden, Mass.	Springfield	38,272	63
Pinellas, Fla.	St. Petersburg	38,124	64
Spokane, Wash.	Spokane	38,092	65
Mecklenberg, N. C.	Charlotte	37,740	66
Essex, Mass.	Lynn	37,389	67
Sacramento, Cal.	Sacramento	37,336	68
Knox, Tenn.	Knoxville	37,060	69
Duval, Fla.	Jacksonville	36,808	70
Oakland, Mich.	Pontiac	36,400	71
Pulaski, Ark.	Little Rock	36,380	72
Allen, Ind.	Fort Wayne	36,075	73
Hillsborough, Fla.	Tampa	34,840	74
Cambria, Pa.	Johnstown	34,776	75
Nassau, N. Y.	Hempstead Township	34,540	76
St. Joseph, Ind.	South Bend	34,496	77
Peoria, Ill.	Peoria	34,452	78
Westchester, N. Y.	Yonkers	34,007	79
El Paso, Texas	El Paso	33,804	80
Sedgwick, Kans.	Wichita	33,516	81
Stark, Ohio	Canton	33,376	82
Kanawha, W. Va.	Charleston	33,063	83
Santa Clara, Cal.	San Jose	32,560	84
Norfolk, Va.	Norfolk	31,824	85
Dauphin, Pa.	Harrisburg	31,414	86
Broome, N. Y.	Binghamton	30,090	87
Union, N. J.	Elizabeth	30,030	88
Lehigh, Pa.	Allentown	29,916	89
Mercer, N. J.	Trenton	28,634	90
Jefferson, Texas	Beaumont	28,600	91
Hudson, N. J.	Jersey City	28,496	92
Erie, Pa.	Erie	27,972	93
Genesee, Mich.	Flint	27,615	94
Ingham, Mich.	Lansing	27,120	95
Hamilton, Tenn.	Chattanooga	27,084	96
Fresno, Cal.	Fresno	27,007	97
Lancaster, Neb.	Lincoln	26,985	98
Fayette, Pa.	Uniontown	26,573	99
Kern, Cal.	Bakersfield	25,970	100
Berks, Pa.	Reading	25,830	101
Pierce, Wash.	Tacoma	25,704	102
Lackawanna, Pa.	Scranton	25,584	103
Bristol, Mass.	New Bedford	25,122	104
Montgomery, Pa.	Lower Merion	24,910	105
Kane, Ill.	Aurora	24,860	106
St. Louis, Minn.	Duluth	24,824	107
Hinds, Miss.	Jackson	23,869	108
Westmoreland, Pa.	Greensburg	23,807	109
East Baton Rouge, La.	Baton Rouge	23,744	110
Lancaster, Pa.	Lancaster	23,381	111
San Bernardino, Cal.	San Bernardino	23,108	112
Mobile, Ala.	Mobile	22,848	113
Woodbury, Iowa	Sioux City	22,788	114
Washington, Pa.	Washington	22,479	115
Caddo, La.	Shreveport	22,236	116
Oneida, N. Y.	Utica	22,127	117
Greenville, S. C.	Greenville	22,089	118
Winnebago, Ill.	Rockford	21,660	119
Pima, Ariz.	Tucson	21,344	120
Vanderburgh, Ind.	Evansville	21,315	121
Lubbock, Texas	Lubbock	20,790	122
Vigo, Ind.	Terre Haute	20,703	123
Delaware, Pa.	Chester	20,488	124
Nueces, Texas	Corpus Christi	20,313	125
Dane, Wisc.	Madison	20,280	126
Scott, Iowa	Davenport	20,165	127
Niagara, N. Y.	Niagara Falls	19,758	128
York, Pa.	York	19,610	129
Buncombe, N. C.	Asheville	18,762	130
Schenectady, N. Y.	Schenectady	18,690	131
Wake, N. C.	Raleigh	18,537	132
McLennan, Texas	Waco	18,512	133
Richmond, Ga.	Augusta	18,486	134
McDowell, W. Va.	Welch	18,399	135
Ohio, W. Va.	Wheeling	18,338	136
San Joaquin, Cal.	Stockton	18,094	137
Sangamon, Ill.	Springfield	17,976	138
Monmouth, N. J.	Asbury Park	17,972	139
Camden, N. J.	Camden	17,850	140
Travis, Texas	Austin	17,784	141
Raleigh, W. Va.	Beckley	17,231	142
Lane, Ore.	Eugene	17,172	143
Rock Island, Ill.	Rock Island	17,050	144
Muskegon, Mich.	Muskegon	16,986	145
Macon, Ill.	Decatur	16,960	146
Forsyth, N. C.	Winston-Salem	16,956	147
Will, Ill.	Joliet	16,912	148
Roanoke, Va.	Roanoke	16,854	149
Orange, Fla.	Orlando	16,744	150
Spartanburg, S. C.	Spartanburg	16,614	151
New Castle, Del.	Wilmington	16,500	152
Saginaw, Mich.	Saginaw	16,428	153
Montgomery, Ala.	Montgomery	16,308	154
Cumberland, Me.	Portland	16,224	155
Middlesex, N. J.	New Brunswick	16,163	156
Linn, Iowa	Cedar Rapids	16,132	157
Logan, W. Va.	Logan	16,119	158
St. Clair, Ill.	East St. Louis	16,112	159
Bergen, N. J.	Hackensack	15,974	160
Richland, S. C.	Columbia	15,836	161
Chatham, Ga.	Savannah	15,792	162
Blair, Pa.	Altoona	15,478	163
Fayette, Ky.	Lexington	15,476	164
Northampton, Pa.	Bethlehem	15,312	165
Black Hawk, Iowa	Waterloo	15,244	166
Bibb, Ga.	Macon	15,096	167
Norfolk, Mass.	Quincy	15,053	168
Muscogee, Ga.	Columbus	14,896	169
Cabell, W. Va.	Huntington	14,872	170
Ada, Idaho	Boise	14,832	171
Shawnee, Kans.	Topeka	14,805	172
Dubuque, Iowa	Dubuque	14,762	173
Bernalillo, N. Mex.	Albuquerque	14,664	174
Wyandotte, Kans.	Kansas City	14,606	175
Brown, Wisc.	Green Bay	14,490	176
Dutchess, N. Y.	Poughkeepsie	14,445	177
Cameron, Texas	Harlingen	14,330	178
Suffolk, N. Y.	Patchogue	14,155	179
Durham, N. C.	Durham	14,111	180
Stanislaus, Cal.	Modesto	13,993	181
Lake, Ill.	Waukegan	13,949	182
Chatauqua, N. Y.	Jamestown	13,860	183
Yakima, Wash.	Yakima	13,755	184
Allen, Ohio	Lima	13,726	185
Fayette, W. Va.	Oakhill	13,662	186
Pueblo, Colo.	Pueblo	13,589	187
Berkshire, Mass.	Pittsfield	13,462	188
Arlington, Va.	Alexandria	13,359	189
Greene, Mo.	Springfield	13,335	190
Calhoun, Mich.	Battle Creek	13,098	191
Richland, Ohio	Mansfield	13,080	192
Jackson, Mich.	Jackson	12,980	193
Sheboygan, Wisc.	Sheboygan	12,978	194
Minnehaha, S. D.	Sioux Falls	12,947	195
Plymouth, Mass.	Brockton	12,941	196
Monterey, Cal.	Salinas	12,853	197
Clark, Ohio	Springfield	12,826	198
Pittsylvania, Va.	Danville	12,817	199
Campbell, Va.	Lynchburg	12,614	200
Total Above Counties		12,908,875	
% of U. S. A. Total		71.6788	

Editor's Note: About one-quarter of the syndicated mail order sales are credited to Chicago.

Honolulu County, with General Merchandise Store Sales of $40,122,000, would, if included above, carry a rank of 59.

Furniture-Household-Radio Store Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FURN.-HOUSE.-RADIO STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	599,982	1
Los Angeles, Cal.	Los Angeles	343,647	2
Cook, Ill.	Chicago	255,682	3
Wayne, Mich.	Detroit	151,410	4
Philadelphia, Pa.	Philadelphia	137,085	5
Cuyahoga, Ohio	Cleveland	85,680	6
San Francisco, Cal.	San Francisco	84,857	7
St. Louis, Mo.	St. Louis	83,398	8
Allegheny, Pa.	Pittsburgh	80,640	9
Essex, N. J.	Newark	73,338	10
District of Columbia	Washington	72,170	11
Harris, Texas	Houston	66,872	12
Baltimore, Md.	Baltimore	66,614	13
Suffolk, Mass.	Boston	65,590	14
Alameda, Cal.	Oakland	62,920	15
Erie, N. Y.	Buffalo	52,324	16
Milwaukee, Wis.	Milwaukee	51,816	17
Westchester, N. Y.	Yonkers	46,294	18
Nassau, N. Y.	Hempstead Township	45,629	19
Dallas, Texas	Dallas	43,654	20
Dade, Fla.	Miami	43,120	21
Hennepin, Minn.	Minneapolis	42,471	22
Hudson, N. J.	Jersey City	42,001	23
Jackson, Mo.	Kansas City	40,670	24
King, Wash.	Seattle	40,596	25
Hamilton, Ohio	Cincinnati	40,582	26
San Diego, Cal.	San Diego	40,330	27
Marion, Ind.	Indianapolis	37,842	28
New Haven, Conn.	New Haven	37,590	29
Fairfield, Conn.	Bridgeport	37,100	30
Passaic, N. J.	Paterson	35,700	31
Hartford, Conn.	Hartford	35,280	32
Multnomah, Ore.	Portland	35,280	33
Middlesex, Mass.	Cambridge	34,284	34
Providence, R. I.	Providence	33,026	35
Orleans, La.	New Orleans	32,928	36
Fulton, Ga.	Atlanta	31,632	37
Denver, Colo.	Denver	31,408	38
Worcester, Mass.	Worcester	31,175	39
Monroe, N. Y.	Rochester	31,110	40
Jefferson, Ala.	Birmingham	28,518	41
Union, N. J.	Elizabeth	28,428	42
Jefferson, Ky.	Louisville	27,546	43
Franklin, Ohio	Columbus	27,244	44
Bergen, N. J.	Hackensack	26,935	45
Essex, Mass.	Lynn	26,496	46
Maricopa, Ariz.	Phoenix	26,442	47
Bexar, Texas	San Antonio	26,335	48
Lucas, Ohio	Toledo	25,750	49
Shelby, Tenn.	Memphis	25,740	50
Sacramento, Cal.	Sacramento	25,511	51
Douglas, Neb.	Omaha	24,168	52
Hampden, Mass.	Springfield	23,480	53
Norfolk, Va.	Norfolk	22,989	54
Oklahoma, Okla.	Oklahoma City	22,275	55
Henrico, Va.	Richmond	22,176	56
Salt Lake, Utah	Salt Lake City	21,694	57
Luzerne, Pa.	Wilkes-Barre	21,631	58
Montgomery, Ohio	Dayton	21,420	59
Lake, Ind.	Gary	21,216	60
Bristol, Mass.	New Bedford	21,087	61
Tarrant, Texas	Fort Worth	21,000	62
Santa Clara, Cal.	San Jose	20,806	63
Camden, N. J.	Camden	20,482	64
Summit, Ohio	Akron	19,398	65
New Castle, Del.	Wilmington	18,849	66
Davidson, Tenn.	Nashville	18,847	67
Stark, Ohio	Canton	18,795	68
Kent, Mich.	Grand Rapids	18,666	69
Fresno, Cal.	Fresno	18,338	70
Oakland, Mich.	Pontiac	18,165	71
Berks, Pa.	Reading	17,934	72
Middlesex, N. J.	New Brunswick	17,895	73
Onondaga, N. Y.	Syracuse	17,888	74
Ramsey, Minn.	St. Paul	17,836	75
Montgomery, Pa.	Lower Merion	17,226	76
Duval, Fla.	Jacksonville	17,172	77
Tulsa, Okla.	Tulsa	17,098	78
Albany, N. Y.	Albany	17,072	79
Delaware, Pa.	Chester	16,975	80
Lehigh, Pa.	Allentown	16,850	81
Westmoreland, Pa.	Greensburg	16,713	82
Knox, Tenn.	Knoxville	16,218	83
Jefferson, Texas	Beaumont	16,102	84
St. Joseph, Ind.	South Bend	16,065	85
Sedgwick, Kans.	Wichita	15,369	86
Genesee, Mich.	Flint	15,190	87
Erie, Pa.	Erie	15,080	88
Polk, Iowa	Des Moines	14,949	89
Hillsborough, Fla.	Tampa	14,744	90
Dauphin, Pa.	Harrisburg	14,522	91
Orange, Cal.	Santa Ana	14,518	92
Lackawanna, Pa.	Scranton	14,453	93
San Joaquin, Cal.	Stockton	14,382	94
Kern, Cal.	Bakersfield	14,256	95
Hamilton, Tenn.	Chattanooga	14,040	96
San Bernardino, Cal.	San Bernardino	13,860	97
Guilford, N. C.	Greensboro	13,770	98
York, Pa.	York	13,662	99
Mahoning, Ohio	Youngstown	13,520	100
Mecklenberg, N. C.	Charlotte	13,416	101
Monmouth, N. J.	Asbury Park	13,300	102
Contra Costa, Cal.	Richmond	13,285	103
Northampton, Pa.	Bethlehem	13,284	104
Kanawha, W. Va.	Charleston	13,173	105
Mercer, N. J.	Trenton	12,960	106
Lancaster, Pa.	Lancaster	12,864	107
Oneida, N. Y.	Utica	12,852	108
Peoria, Ill.	Peoria	12,726	109
Hillsborough, N. H.	Manchester	12,612	110
El Paso, Texas	El Paso	12,512	111
Norfolk, Mass.	Quincy	12,485	112
Broome, N. Y.	Binghamton	12,445	113
Bernalillo, N. M.	Albuquerque	12,416	114
Pierce, Wash.	Tacoma	12,411	115
Caddo, La.	Shreveport	12,138	116
Roanoke, Va.	Roanoke	12,078	117
Allen, Ind.	Fort Wayne	11,960	118
Winnebago, Ill.	Rockford	11,770	119
Greenville, S. C.	Greenville	11,648	120
Nueces, Texas	Corpus Christi	11,648	120
Suffolk, N. Y.	Patchogue	11,470	122
Palm Beach, Fla.	West Palm Beach	11,274	123
Spokane, Wash.	Spokane	11,241	124
Schuylkill, Pa.	Pottsville	11,166	125
Pinellas, Fla.	St. Petersburg	11,099	126
Vanderburgh, Ind.	Evansville	10,780	127
Fayette, Pa.	Uniontown	10,565	128
Pima, Ariz.	Tucson	10,433	129
St. Louis, Minn.	Duluth	10,346	130
San Mateo, Cal.	San Mateo	10,214	131
East Baton Rouge, La.	Baton Rouge	10,098	132
Blair, Pa.	Altoona	10,037	133
Mobile, Ala.	Mobile	9,818	134
Atlantic, N. J.	Atlantic City	9,771	135
Pulaski, Ark.	Little Rock	9,591	136
Rensselaer, N. Y.	Troy	9,581	137
Cambria, Pa.	Johnstown	9,565	138
Potter, Texas	Amarillo	9,387	139
Washington, Pa.	Washington	9,337	140
Niagara, N. Y.	Niagara Falls	9,225	141
Ingham, Mich.	Lansing	9,190	142
Orange, N. Y.	Newburgh	9,176	143
Plymouth, Mass.	Brockton	9,137	144
Madison, Ill.	Alton	9,078	145
Cumberland, Me.	Portland	9,031	146
Travis, Texas	Austin	8,846	147
Wake, N. C.	Raleigh	8,746	148
Richland, S. C.	Columbia	8,602	149
Chester, Pa.	West Chester	8,596	150
Galveston, Texas	Galveston	8,588	151
Kalamazoo, Mich.	Kalamazoo	8,568	152
Charleston, S. C.	Charleston	8,536	153
Chatham, Ga.	Savannah	8,463	154
St. Clair, Ill.	East St. Louis	8,435	155
Muscogee, Ga.	Columbus	8,432	156
Riverside, Cal.	Riverside	8,402	157
Lane, Ore.	Eugene	8,395	158
Sangamon, Ill.	Springfield	8,381	159
Butler, Ohio	Hamilton	8,331	160
Spartanburg, S. C.	Spartanburg	8,219	161
Schenectady, N. Y.	Schenectady	8,173	162
Broward, Fla.	Fort Lauderdale	8,153	163
Beaver, Pa.	Beaver Falls	8,118	164
Linn, Iowa	Cedar Rapids	8,109	165
Kane, Ill.	Aurora	8,106	166
Black Hawk, Iowa	Waterloo	8,064	167
Morris, N. J.	Morristown	7,905	168
Lubbock, Texas	Lubbock	7,899	169
McLennan, Texas	Waco	7,896	170
Hinds, Miss.	Jackson	7,880	171
Ohio, W. Va.	Wheeling	7,762	172
Forsyth, N. C.	Winston-Salem	7,719	173
Orange, Fla.	Orlando	7,644	174
Montgomery, Ala.	Montgomery	7,436	175
Racine, Wis.	Racine	7,426	176
Dane, Wis.	Madison	7,421	177
New London, Conn.	New London	7,391	178
Mercer, Pa.	Sharon	7,375	179
Berkshire, Mass.	Pittsfield	7,287	180
Santa Barbara, Cal.	Santa Barbara	7,265	181
Lorain, Ohio	Lorain	7,262	182
Lawrence, Pa.	New Castle	7,185	183
Monterey, Cal.	Salinas	7,143	184
Chatauqua, N. Y.	Jamestown	7,128	185
Washtenaw, Mich.	Ann Arbor	7,091	186
Saginaw, Mich.	Saginaw	7,082	187
Shawnee, Kans.	Topeka	7,056	188
Polk, Fla.	Lakeland	7,011	189
Muskegon, Mich.	Muskegon	6,976	190
Arlington, Va.	Alexandria	6,974	191
Hidalgo, Texas	McAllen	6,891	192
Stanislaus, Cal.	Modesto	6,802	193
Marion, Ore.	Salem	6,751	194
Tulare, Cal.	Visalia	6,722	195
El Paso, Texas	Colorado Springs	6,720	196
Wichita, Texas	Wichita Falls	6,678	197
Sonoma, Cal.	Santa Rosa	6,674	198
La Salle, Ill.	Streator	6,662	199
Durham, N. C.	Durham	6,653	200
Total Above Counties		5,298,136	
% of U. S. A. Total		67.1355	

Honolulu County, with F-H-R Store Sales of $17,496,000, would, if included above, carry a rank of 76.

Sales Management rates SIX Steinman Markets 41% above 1951 national average!

In Quality of Market Index, Steinman cities are far above national average of 100.

WDEL AM FM TV
WILMINGTON, DELAWARE

Rates sensational 54% above national level.

For the third time—Wilmington is first in per family buying income among all U. S. Metropolitan cities 100,000 to 250,000.

Delaware is first in per capita buying income of any State.

WGAL AM FM TV
LANCASTER, PENNSYLVANIA

Rates 34% superior to national level.

Effective buying income increases a startling 12%.

Per family income up 12%.

WKBO AM
HARRISBURG, PENNSYLVANIA

Rates an extraordinary 48% over rest of nation.

Retail sales advance 12%.

Rates 25th among all U. S. cities in per capita income.

WRAW AM
READING, PENNSYLVANIA

Rates 25% above national average.

Increases 11% in effective buying income.

WORK AM
YORK, PENNSYLVANIA

Rates 35% greater than national index.

Per family buying income up 12%.

WEST AM FM
EASTON, PENNSYLVANIA

Rates 48% superior to U. S. average.

Tops own previous index by 10%.

Effective per family buying income advances 15% over last year.

The amazingly high Quality of Market Index of these six Steinman Markets makes them an extraordinary sales opportunity for you. All these Steinman Stations sell profitably for hundreds of national and local advertisers. You are assured outstanding returns from every advertising dollar you spend on these stations. Write for full information and rates.

Clair R. McCollough, Gen. Mgr.

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Drug Store Sales, 200 Leading Counties

SM Estimates, 1951, for the 200 cities leading in this category

COUNTY and STATE	LEADING CITY	DRUG STORE SALES SM Est. (in thousands)	Rank in Group
New York, N. Y. (5 Counties)	New York City	233,267	1
Los Angeles, Cal.	Los Angeles	179,570	2
Cook, Ill.	Chicago	168,787	3
Wayne, Mich.	Detroit	133,647	4
District of Columbia	Washington	64,766	5
Philadelphia, Pa.	Philadelphia	62,346	6
Cuyahoga, Ohio	Cleveland	56,838	7
Allegheny, Pa.	Pittsburgh	49,520	8
St. Louis, Mo.	St. Louis	49,312	9
Baltimore, Md.	Baltimore	47,716	10
Jackson, Mo.	Kansas City	46,783	11
Suffolk, Mass.	Boston	37,113	12
Dade, Fla.	Miami	35,325	13
San Francisco, Cal.	San Francisco	33,390	14
Middlesex, Mass.	Cambridge	32,254	15
Marion, Ind.	Indianapolis	31,310	16
Harris, Texas	Houston	31,058	17
Essex, N. J.	Newark	30,570	18
Alameda, Cal.	Oakland	28,470	19
Dallas, Texas	Dallas	28,297	20
Milwaukee, Wis.	Milwaukee	28,285	21
Erie, N. Y.	Buffalo	27,755	22
Hennepin, Minn.	Minneapolis	27,578	23
Denver, Colo.	Denver	25,288	24
King, Wash.	Seattle	25,098	25
Orleans, La.	New Orleans	25,043	26
Hamilton, Ohio	Cincinnati	24,607	27
Jefferson, Ky.	Louisville	23,638	28
Hartford, Conn.	Hartford	21,573	29
Providence, R. I.	Providence	21,477	30
Westchester, N. Y.	Yonkers	19,635	31
San Diego, Cal.	San Diego	19,606	32
New Haven, Conn.	New Haven	19,118	33
Fairfield, Conn.	Bridgeport	19,050	34
Fulton, Ga.	Atlanta	18,547	35
Essex, Mass.	Lynn	17,445	36
Franklin, Ohio	Columbus	17,174	37
Nassau, N. Y.	Hempstead Township	16,992	38
Montgomery, Ohio	Dayton	16,584	39
Shelby, Tenn.	Memphis	16,221	40
Bexar, Texas	San Antonio	16,192	41
Monroe, N. Y.	Rochester	16,114	42
Worcester, Mass.	Worcester	16,011	43
Hudson, N. J.	Jersey City	15,915	44
Kent, Mich.	Grand Rapids	15,871	45
Tarrant, Texas	Fort Worth	15,790	46
Multnomah, Ore.	Portland	15,015	47
Lucas, Ohio	Toledo	14,709	48
Oklahoma, Okla.	Oklahoma City	14,236	49
Maricopa, Ariz.	Phoenix	13,802	50
Hampden, Mass.	Springfield	13,475	51
Oakland, Mich.	Pontiac	13,351	52
Henrico, Va.	Richmond	13,163	53
Norfolk, Mass.	Quincy	13,087	54
Norfolk, Va.	Norfolk	12,995	55
Jefferson, Ala.	Birmingham	12,964	56
Duval, Fla.	Jacksonville	12,890	57
Summit, Ohio	Akron	12,608	58
Ramsey, Minn.	St. Paul	12,550	59
Douglas, Neb.	Omaha	12,398	60
Bergen, N. J.	Hackensack	12,340	61
Delaware, Pa.	Chester	12,219	62
Genesee, Mich.	Flint	11,553	63
Bristol, Mass.	New Bedford	11,455	64
Sacramento, Cal.	Sacramento	11,428	65
Union, N. J.	Elizabeth	11,407	66
Lake, Ind.	Gary	10,907	67
Salt Lake, Utah	Salt Lake City	10,700	68
Onondaga, N. Y.	Syracuse	10,432	69
Santa Clara, Cal.	San Jose	10,388	70
Montgomery, Pa.	Lower Merion	10,371	71
Arlington, Va.	Alexandria	9,937	72
Tulsa, Okla.	Tulsa	9,774	73
Davidson, Tenn.	Nashville	9,764	74
Hillsborough, Fla.	Tampa	9,443	75
Fresno, Cal.	Fresno	9,236	76
San Bernardino, Cal.	San Bernardino	9,053	77
Sedgwick, Kans.	Wichita	8,936	78
Mobile, Ala.	Mobile	8,817	79
Passaic, N. J.	Paterson	8,690	80
Polk, Iowa	Des Moines	8,626	81
Jefferson, Texas	Beaumont	7,724	82
Dauphin, Pa.	Harrisburg	7,684	83
El Paso, Texas	El Paso	7,483	84
Orange, Cal.	Santa Ana	7,426	85
Washtenaw, Mich.	Ann Arbor	7,396	86
Spokane, Wash.	Spokane	7,391	87
Monmouth, N. J.	Asbury Park	7,376	88
Stark, Ohio	Canton	7,335	89
Pima, Ariz.	Tucson	7,320	90
Caddo, La.	Shreveport	7,287	91
Ingham, Mich.	Lansing	7,197	92
St. Joseph, Ind.	South Bend	7,139	93
De Kalb, Ga.	Decatur	7,094	94
Suffolk, N. Y.	Patchogue	7,051	95
Mecklenberg, N. Y.	Charlotte	7,026	96
Pulaski, Ark.	Little Rock	6,951	97
Travis, Texas	Austin	6,867	98
Allen, Ind.	Fort Wayne	6,859	99
Dane, Wis.	Madison	6,818	100
Luzerne, Pa.	Wilkes-Barre	6,813	101
Pinellas, Fla.	St. Petersburg	6,775	102
New Castle, Del.	Wilmington	6,699	103
Pierce, Wash.	Tacoma	6,688	104
Hamilton, Tenn.	Chattanooga	6,516	105
Contra Costa, Cal.	Richmond	6,494	106
Atlantic, N. J.	Atlantic City	6,409	107
Knox, Tenn.	Knoxville	6,392	108
Camden, N. J.	Camden	6,380	109
Vanderburgh, Ind.	Evansville	6,372	110
Westmoreland, Pa.	Greensburg	6,300	111
East Baton Rouge, La.	Baton Rouge	6,298	112
Nueces, Texas	Corpus Christi	6,286	113
Mahoning, Ohio	Youngstown	6,280	114
Kalamazoo, Mich.	Kalamazoo	6,100	115
Middlesex, N. J.	New Brunswick	6,044	116
Mercer, N. J.	Trenton	6,018	117
Washoe, Nevada	Reno	5,870	118
Plymouth, Mass.	Brockton	5,755	119
Lubbock, Texas	Lubbock	5,695	120
Peoria, Ill.	Peoria	5,691	121
Palm Beach, Fla.	West Palm Beach	5,668	122
Kane, Ill.	Aurora	5,640	123
Wyandotte, Kans.	Kansas City	5,634	124
Berrien, Mich.	Benton Harbor	5,599	125
Kern, Cal.	Bakersfield	5,582	126
Kanawha, Wisc.	Charleston	5,575	127
Calhoun, Mich.	Battle Creek	5,546	128
Guilford, N. C.	Greensboro	5,503	129
Saginaw, Mich.	Saginaw	5,485	130
Berks, Pa.	Reading	5,429	131
Bernalillo, N. M.	Albuquerque	5,422	132
Broome, N. Y.	Binghamton	5,420	133
Sangamon, Ill.	Springfield	5,419	134
Riverside, Cal.	Riverside	5,409	135
St. Louis, Minn.	Duluth	5,383	136
Erie, Pa.	Erie	5,296	137
Muskegon, Mich.	Muskegon	5,294	138
Macomb, Mich.	Mount Clemens	5,285	139
Niagara, N. Y.	Niagara Falls	5,254	140
Oneida, N. Y.	Utica	5,250	141
Winnebago, Ill.	Rockford	5,240	142
Buchanan, Mo.	St. Joseph	5,192	143
Potter, Texas	Amarillo	5,175	144
Orange, Fla.	Orlando	5,160	145
Albany, N. Y.	Albany	5,138	146
San Joaquin, Cal.	Stockton	5,128	147
Lackawanna, Pa.	Scranton	5,118	148
Northampton, Pa.	Bethlehem	5,080	149
Galveston, Texas	Galveston	5,035	150
Lake, Ill.	Waukegan	5,008	151
Greenville, S. C.	Greenville	4,944	152
Jackson, Mich.	Jackson	4,901	153
San Mateo, Cal.	San Mateo	4,879	154
Broward, Fla.	Fort Lauderdale	4,882	155
Lancaster, Neb.	Lincoln	4,783	156
Washington, Pa.	Washington	4,739	157
Lancaster, Pa.	Lancaster	4,734	158
Fayette, Ky.	Lexington	4,661	159
Cumberland, Me.	Portland	4,649	160
Richland, S. C.	Columbia	4,621	161
Wake, N. C.	Raleigh	4,559	162
Roanoke, Va.	Roanoke	4,542	163
Orange, N. Y.	Newburgh	4,539	164
Rock Island, Ill.	Rock Island	4,506	165
Linn, Iowa	Cedar Rapids	4,472	166
Beaver, Pa.	Beaver Falls	4,440	167
St. Clair, Ill.	East St. Louis	4,336	168
Woodbury, Iowa	Sioux City	4,336	168
Chatham, Ga.	Savannah	4,317	170
Schenectady, N. Y.	Schenectady	4,297	171
Buncombe, N. C.	Asheville	4,291	172
Madison, Ill.	Alton	4,290	173
Charleston, S. C.	Charleston	4,263	174
El Paso, Texas	Colorado Springs	4,249	175
Chester, Pa.	West Chester	4,218	176
Santa Barbara, Cal.	Santa Barbara	4,213	177
Du Page, Ill.	Elmhurst	4,098	178
Polk, Fla.	Lakeland	4,090	179
Lorain, Ohio	Lorain	4,083	180
Wichita, Texas	Wichita Falls	4,071	181
New London, Conn.	New London	4,063	182
Morris, N. J.	Morristown	4,043	183
Hinds, Miss.	Jackson	4,040	184
Lehigh, Pa.	Allentown	3,931	185
McLennan, Texas	Waco	3,925	186
Greene, Mo.	Springfield	3,854	187
Monterey, Cal.	Salinas	3,851	188
Yakima, Wash.	Yakima	3,812	189
Will, Ill.	Joliet	3,788	190
Champaign, Ill.	Champaign	3,691	191
Forsyth, N. C.	Winston-Salem	3,687	192
Vigo, Ind.	Terre Haute	3,684	193
Racine, Wis.	Racine	3,683	194
Volusia, Fla.	Daytona Beach	3,681	195
Stanislaus, Cal.	Modesto	3,663	196
Butler, Ohio	Hamilton	3,661	197
Hillsborough, N. H.	Manchester	3,646	198
Clark, Ohio	Springfield	3,644	199
Scott, Iowa	Davenport	3,575	200
Total Above Counties		2,945,234	
% of U. S. A. Total		68.2728	

Honolulu County, with Drug Store Sales of $11,346,000, would, if included above, carry a rank of 67.

HAWAII

1½ BILLION DOLLAR MARKET

Rated with the 48 states and the District of Columbia in per family sales,* Hawaii ranks

—Second in food sales

—Third in General Merchandise

—Twelfth in Furniture-Household-Radio

—Sixteenth in Drug Sales

And, with $5,086, Hawaii is 18th in family income!

The capital city of Hawaii also makes an impressive record in its rank among the 200 leading American Cities. It is in the *top third* with these important ratings:

Food Sales	**39**
Drug Sales	**46**
Total Retail Sales	**51**
Merchant Wholesalers	**51**
General Merchandise	**59**
Per Family Income	**26**
Total Net Effective Buying Income	**47**

HONOLULU
Heart of the Rich Hawaiian Market





Honolulu Star-Bulletin

reaches more than 4 out of 5 Honolulu Homes

Its daily paid average circulation for February, 1952, was 81,596. Fifty-two percent was exclusive of the second newspaper and it duplicated all but 6 percent of the second paper's total circulation.**

Yet The Star-Bulletin's maximil—minimil rate is 19% LESS than that of the second paper.

Represented nationally by O'MARA & ORMSBEE, New York, Chicago, Detroit, San Francisco, Los Angeles

* Sales Management's Survey of Buying Power.
** Clark Standard Circulation-Duplication Study.

SEE FOOTNOTE BOTTOM OF EACH "200 LEADING" RANKINGS.
FOR ADDITIONAL MARKET DATA ON THE RICH HAWAIIAN MARKET SEE PAGE 618.

Growth Trends of 200 Largest Counties

SM Estimates, January 1, 1952, for % of population gains for 200 counties leading in population

COUNTY and STATE	Population (in thousands) April 1, 1940 Census	Index of Change 1952/1940	Index Relative to U. S. Change
New York, N. Y. (5 Counties)	7455.0	107.5	91.3
Cook, Ill.	4063.3	113.3	96.3
Los Angeles, Cal.	2785.6	157.5	133.8
Wayne, Mich.	2015.6	123.8	105.2
Philadelphia, Pa.	1931.3	109.2	92.8
Allegheny, Pa.	1411.5	109.2	92.8
Cuyahoga, Ohio	1217.3	116.7	99.2
St. Louis, Mo.	1090.3	119.0	101.1
Baltimore, Md.	1014.9	122.7	104.2
Middlesex, Mass.	971.4	112.1	95.2
Erie, N. Y.	798.4	115.5	98.1
Essex, N. J.	837.3	109.9	93.4
Suffolk, Mass.	863.2	104.8	89.0
Milwaukee, Wis.	766.9	115.7	98.3
Harris, Texas	529.0	160.6	136.4
District of Columbia	663.1	125.1	106.3
San Francisco, Cal.	634.5	124.0	105.4
Alameda, Cal.	513.0	151.4	128.6
King, Wash.	505.0	152.2	129.3
Hamilton, Ohio	622.0	119.4	101.4
Nassau, N. Y.	406.7	177.5	150.8
Hennepin, Minn.	568.9	121.7	103.4
Hudson, N. J.	652.0	100.3	85.2
Dallas, Texas	398.6	162.6	138.1
Westchester, N. Y.	573.6	111.5	94.7
San Diego, Cal.	289.3	204.1	173.4
Providence, R. I.	550.3	107.3	91.2
Orleans, La.	494.5	118.0	100.3
Jefferson, Ala.	460.0	124.4	105.7
Marion, Ind.	460.9	123.2	104.7
Bergen, N. J.	409.6	136.8	116.2
New Haven, Conn.	484.3	115.2	97.9
Worcester, Mass.	504.5	110.4	93.8
Hartford, Conn.	450.2	123.5	104.9
Jackson, Mo.	477.8	115.9	98.5
Dade, Fla.	267.7	203.2	172.6
Essex, Mass.	496.3	107.4	91.2
Franklin, Ohio	388.7	135.2	114.9
Bexar, Texas	338.2	154.6	131.4
Fairfield, Conn.	418.4	124.7	105.9
Shelby, Tenn.	358.3	140.3	119.2
Monroe, N. Y.	438.2	113.8	96.7
Jefferson, Ky.	385.4	127.9	108.7
Multnomah, Ore.	355.1	137.9	117.2
Fulton, Ga.	392.9	122.7	104.2
Delaware, Pa.	310.8	139.4	118.4
Denver, Colo.	322.4	133.3	113.3
Oakland, Mich.	254.1	167.2	142.1
Summit, Ohio	339.4	124.7	105.9
Norfolk, Va.	238.9	176.8	150.2
Montgomery, Ohio	295.5	141.3	120.1
Union, N. J.	328.3	125.3	106.5
Norfolk, Mass.	325.2	124.9	106.1
Lucas, Ohio	344.3	117.6	99.9
Luzerne, Pa.	441.5	88.9	75.5
Bristol, Mass.	364.6	106.8	90.7
Tarrant, Texas	225.5	169.9	144.4
Lake, Ind.	293.2	129.8	110.3
Hampden, Mass.	332.1	113.9	96.8
Montgomery, Pa.	289.2	126.2	107.2
Ramsey, Minn.	309.9	117.4	99.7
Maricopa, Ariz.	186.2	192.5	163.6
Onondaga, N. Y.	295.1	119.4	101.4
Passaic, N. J.	309.4	111.5	94.7
Oklahoma, Okla.	244.2	138.0	117.2
Davidson, Tenn.	257.3	129.1	109.7
Contra Costa, Cal.	100.5	330.0	280.4
Westmoreland, Pa.	303.4	105.1	89.3
Santa Clara, Cal.	174.9	178.6	151.7
Duval, Fla.	210.1	148.4	126.1
Camden, N. J.	255.7	121.0	102.8
San Bernardino, Cal.	161.1	189.7	161.2
Henrico, Va.	235.0	127.2	108.1
Kent, Mich.	246.3	121.2	103.0
Sacramento, Cal.	170.3	174.4	148.2
Pierce, Wash.	182.1	161.3	137.0
Fresno, Cal.	178.6	164.1	139.4
Stark, Ohio	234.9	124.7	105.9
Suffolk, N. Y.	197.4	145.8	123.9
Salt Lake, Utah	211.6	135.0	114.7
Douglas, Neb.	247.6	114.8	97.5
Genesee, Mich.	227.9	123.4	104.8
Middlesex, N. J.	217.1	126.3	107.3
San Mateo, Cal.	111.8	236.0	200.5
Mahoning, Ohio	240.3	109.5	93.0
Hillsborough, Fla.	180.1	145.8	123.9
Berks, Pa.	241.9	107.5	91.3
Tulsa, Okla.	193.4	133.9	113.8
Lackawanna, Pa.	301.2	85.0	72.2
Kern, Cal.	135.1	182.2	154.8
Mobile, Ala.	142.0	173.0	147.0
Kanawha, W. Va.	195.6	125.5	106.6
Albany, N. Y.	221.3	110.3	93.7
Lancaster, Pa.	212.5	112.9	95.9
Mercer, N. J.	197.3	119.8	101.8
Monmouth, N. J.	161.2	145.8	123.9
Sedgwick, Kans.	143.3	163.9	139.3
Polk, Iowa	195.8	118.2	100.4
Orange, Cal.	130.8	176.7	150.1
Spokane, Wash.	164.7	140.0	118.9
Knox, Tenn.	178.5	128.8	109.4
Oneida, N. Y.	203.6	112.1	95.2
New Castle, Del.	179.6	126.3	107.3
Erie, Pa.	180.9	125.0	106.2
San Joaquin, Cal.	134.2	159.1	135.2
St. Joseph, Ind.	161.8	131.7	111.9
Arlington, Va.	90.6	235.0	199.7
St. Clair, Ill.	168.9	127.5	108.3
Hamilton, Tenn.	180.5	117.9	100.2
Washington, Pa.	210.9	100.4	85.3
Prince Georges, Md.	89.5	238.5	200.9
Cambria, Pa.	213.5	99.1	84.2
El Paso, Texas	131.1	159.7	135.7
York, Pa.	178.0	117.0	99.4
St. Louis, Minn.	206.9	100.6	85.5
Mecklenberg, N. C.	151.6	135.2	114.9
Dauphin, Pa.	177.4	114.0	96.9
Macomb, Mich.	107.6	187.9	159.6
Jefferson, Texas	145.3	139.0	118.1
Lehigh, Pa.	177.5	113.7	96.6
Schuylkill, Pa.	228.3	87.9	74.7
Pulaski, Ark.	156.1	128.4	109.1
Guilford, N. C.	153.9	128.5	109.2
Niagara, N. Y.	160.1	123.1	104.6
Plymouth, Mass.	168.8	115.7	98.3
Fayette, Pa.	201.0	95.1	80.8
Broome, N. Y.	165.9	114.6	97.4
Lake, Ill.	121.1	156.6	133.1
Allen, Ind.	155.1	121.8	103.5
Northampton, Pa.	169.0	111.2	94.5
Madison, Ill.	149.3	125.9	107.0
Riverside, Cal.	105.5	172.8	146.8
Ingham, Mich.	130.6	139.5	118.5
Caddo, La.	150.2	119.7	101.7
Beaver, Pa.	156.8	114.5	97.3
Peoria, Ill.	153.4	116.5	99.0
Nueces, Texas	92.7	192.7	163.7
Dane, Wis.	130.7	134.6	114.4
Greenville, S. C.	136.6	126.9	107.8
Pinellas, Fla.	91.9	187.3	159.1
Cumberland, Me.	146.0	117.9	100.2
Morris, N. J.	125.7	136.9	116.3
Montgomery, Md.	83.9	205.0	174.2
East Baton Rouge, La.	88.4	193.6	164.5
Hidalgo, Texas	100.1	159.6	135.6
Wyandotte, Kans.	145.1	116.3	98.8
Travis, Texas	111.1	151.8	129.0
Charleston, S. C.	121.1	138.3	117.5
Trumbull, Ohio	132.3	124.1	105.4
Vanderburgh, Ind.	130.8	125.5	106.6
Chester, Pa.	135.6	120.8	102.6
Du Page, Ill.	103.5	158.1	134.3
Hillsborough, N. H.	144.9	110.7	94.1
Saginaw, Mich.	130.5	121.8	103.5
Winnebago, Ill.	121.2	130.3	110.7
Chatham, Ga.	118.0	133.1	113.1
Tulare, Cal.	107.2	146.3	124.3
Pima, Ariz.	72.8	214.3	182.1
Orange, N. Y.	140.1	110.2	93.6
Kane, Ill.	130.2	118.4	100.6
Bernalillo, N. M.	69.4	222.2	188.8
Lorain, Ohio	112.4	136.7	116.1
Butler, Ohio	120.2	127.0	107.9
Spartanburg, S. C.	127.7	119.4	101.4
Bucks, Pa.	107.7	140.6	119.5
Forsyth, N. C.	126.5	118.3	100.5
Richland, S. C.	104.8	142.5	121.1
Hinds, Miss.	107.3	137.7	117.0
Schenectady, N. Y.	122.5	120.6	102.5
New London, Conn.	125.2	117.3	99.7
De Kalb, Ga.	86.9	165.8	140.9
Richmond, Ga.	81.9	175.7	149.3
Burlington, N. J.	97.0	147.7	125.5
Monterey, Cal.	73.0	194.8	165.5
Yakima, Wash.	99.0	143.4	121.8
Montgomery, Ala.	114.4	124.0	105.4
Wake, N. C.	109.5	129.2	109.8
Dutchess, N. Y.	120.5	117.1	99.5
Will, Ill.	114.2	123.3	104.8
Blair, Pa.	140.4	100.3	85.2
Washtenaw, Mich.	80.8	173.3	147.2
Roanoke, Va.	112.2	122.7	104.2
Stanislaus, Cal.	74.9	183.7	156.1
Rock Island, Ill.	113.3	121.2	103.0
Chautauqua, N. Y.	123.6	110.8	94.1
Atlantic, N. J.	124.1	109.3	92.9
Rensselaer, N. Y.	121.8	110.9	94.2
Berkshire, Mass.	122.3	109.7	93.2
Sangamon, Ill.	117.9	113.4	96.3
McLennan, Texas	101.9	130.3	110.7
Kalamazoo, Mich.	100.1	132.1	112.2
Lane, Ore.	69.1	191.2	162.4
Cameron, Texas	83.2	158.5	134.7
Polk, Fla.	86.7	150.2	127.6
Muskegon, Mich.	94.5	134.4	114.2
Calhoun, Mich.	94.2	134.3	114.1
Buncombe, N. C.	108.8	116.0	98.6
Muscogee, Ga.	75.5	166.2	141.2
Orange, Fla.	70.1	176.3	149.8
Ventura, Cal.	69.7	175.5	149.1
Total Above Counties	67,481.7	125.9	107.0
% of U. S. A.	51.2509		

point to success



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the pocket news magazine busy people rely on

GARDNER COWLES, EDITOR

Growth Trends of 200 Leading Counties

SM Estimates, 1951, for % of retail sales gains for 200 counties leading in this category

COUNTY and STATE	Retail Sales (In thousands) 1939	Index of Change 1951/1939	Index Relative to U. S. Change
New York, N. Y. (5 Counties)	3,192,604	293.1	81.5
Cook, Ill.	1,731,986	322.4	89.6
Los Angeles, Cal.	1,314,497	383.2	106.5
Wayne, Mich.	792,901	410.9	114.2
Philadelphia, Pa.	766,622	311.5	86.6
Allegheny, Pa.	523,420	341.3	94.9
Cuyahoga, Ohio	506,426	342.3	95.2
District of Columbia	402,768	360.8	100.3
St. Louis, Mo.	419,479	332.9	92.5
Baltimore, Md.	407,441	331.7	92.2
Suffolk, Mass.	515,043	258.0	71.7
San Francisco, Cal.	383,554	305.0	84.8
Essex, N. J.	385,212	296.1	82.3
Erie, N. Y.	304,049	350.8	97.5
Milwaukee, Wis.	324,906	324.5	90.2
Harris, Texas	213,998	466.5	129.7
Alameda, Cal.	250,580	370.5	103.0
Middlesex, Mass.	301,377	291.4	81.0
Jackson, Mo.	242,411	359.0	99.8
King, Wash.	238,317	356.4	99.1
Dallas, Texas	188,536	450.1	125.1
Hamilton, Ohio	275,006	306.9	85.3
Hennepin, Minn.	287,487	290.3	80.7
Nassau, N. Y.	181,942	436.9	121.5
Westchester, N. Y.	267,105	282.6	78.6
Multnomah, Ore.	190,744	374.9	104.2
Marion, Ind.	197,234	362.2	100.7
Dade, Fla.	137,605	507.6	141.1
Fulton, Ga.	185,205	375.1	104.3
Hartford, Conn.	199,928	341.1	94.8
Fairfield, Conn.	188,099	341.6	95.0
New Haven, Conn.	200,553	312.0	86.7
Providence, R. I.	221,859	280.8	78.1
Denver, Colo.	177,963	348.5	96.9
Worcester, Mass.	185,995	329.3	91.5
San Diego, Cal.	120,707	501.5	139.4
Hudson, N. J.	214,363	277.9	77.3
Orleans, La.	157,062	375.8	104.5
Shelby, Tenn.	140,595	405.2	112.6
Essex, Mass.	178,338	312.6	86.9
Monroe, N. Y.	190,675	285.2	79.3
Franklin, Ohio	172,974	312.7	86.9
Jefferson, Ky.	138,784	384.1	106.8
Tarrant, Texas	99,469	510.7	142.0
Jefferson, Ala.	123,953	408.9	113.7
Bexar, Texas	110,282	455.6	126.7
Lucas, Ohio	144,008	343.4	95.5
Bergen, N. J.	129,158	366.8	102.0
Summit, Ohio	131,173	354.1	98.4
Montgomery, Ohio	119,899	383.5	106.6
Union, N. J.	118,911	386.0	107.3
Ramsey, Minn.	172,060	259.8	72.2
Passaic, N. J.	130,621	340.9	94.8
Oakland, Mich.	83,019	508.1	141.3
Lake, Ind.	101,961	412.8	114.8
Hampden, Mass.	136,671	294.7	81.9
Maricopa, Ariz.	66,688	601.8	167.3
Onondaga, N. Y.	122,003	326.2	90.7
Oklahoma, Okla.	95,645	397.4	110.5
Douglas, Neb.	108,341	342.6	95.2
Norfolk, Va.	84,256	439.8	122.3
Norfolk, Mass.	114,111	314.1	87.3
Kent, Mich.	94,469	377.6	105.0
Montgomery, Pa.	103,083	345.5	96.1
Henrico, Va.	112,165	316.4	88.0
Luzerne, Pa.	110,921	310.6	86.3
Albany, N. Y.	116,292	294.8	82.0
Sacramento, Cal.	91,718	372.7	103.6
Davidson, Tenn.	90,782	368.7	102.5
Bristol, Mass.	119,420	279.6	77.7
Santa Clara, Cal.	79,769	417.3	116.0
Duval, Fla.	77,628	426.5	118.6
Fresno, Cal.	78,420	419.9	116.7
Delaware, Pa.	91,077	360.4	100.2
Salt Lake, Utah	87,062	367.2	102.1
Genesee, Mich.	85,265	370.4	103.0
Stark, Ohio	86,910	356.6	99.1
Suffolk, N. Y.	88,925	338.3	94.1
Tulsa, Okla.	74,274	398.7	110.8
Camden, N. J.	83,534	353.2	98.2
Mahoning, Ohio	91,671	312.4	86.9
Mercer, Pa.	84,268	339.1	94.3
Westmoreland, Pa.	75,159	377.6	105.0
Polk, Iowa	86,898	322.8	89.7
Monmouth, N. J.	72,006	385.8	107.3
Berks, Pa.	82,035	334.2	92.9
Middlesex, N. J.	76,916	355.1	98.7
Hillsborough, Fla.	56,411	476.8	132.6
New Castle, Del.	78,115	343.7	95.6
San Bernardino, Cal.	59,747	448.1	124.6
Sedgwick, Kans.	57,569	464.4	129.1
St. Joseph, Ind.	60,154	436.6	121.4
Kern, Cal.	58,972	445.1	123.7
Erie, Pa.	61,868	416.2	115.7
Oneida, N. Y.	71,543	356.4	99.1
Mecklenberg, N. C.	50,997	493.9	137.3
Spokane, Wash.	71,307	342.0	95.1
Jefferson, Texas	54,471	440.9	122.6
Pierce, Wash.	67,454	355.7	98.9
Lancaster, Pa.	72,543	329.4	91.6
Dauphin, Pa.	67,004	351.1	97.6
Ingham, Mich.	55,230	422.9	117.6
Lackawanna, Pa.	82,450	280.8	78.1
Orange, Cal.	50,112	458.9	127.6
San Joaquin, Cal.	55,130	405.3	112.7
Lehigh, Pa.	63,964	348.5	96.9
Allen, Ind.	61,129	364.4	101.3
Knox, Tenn.	56,408	394.6	109.7
Hamilton, Tenn.	60,172	360.6	100.3
Niagara, N. Y.	61,267	352.9	98.1
Kanawha, W. Va.	60,729	355.6	98.9
Contra Costa, Cal.	34,397	621.5	172.8
Guilford, N. C.	44,282	481.0	133.7
St. Louis, Minn.	80,255	264.1	73.4
Plymouth, Mass.	68,527	304.5	84.7
Broome, N. Y.	64,804	321.7	89.4
Pinellas, Fla.	41,726	497.0	138.2
Northampton, Pa.	55,759	370.7	103.1
El Paso, Texas	42,480	486.1	135.1
Caddo, La.	52,385	393.1	109.3
Pulaski, Ark.	50,774	402.1	111.8
Peoria, Ill.	66,949	304.4	84.6
Atlantic, N. J.	60,214	336.6	93.6
San Mateo, Cal.	43,452	458.0	127.3
York, Pa.	55,322	354.3	98.3
Kane, Ill.	51,920	373.5	103.8
Winnebago, Ill.	48,812	396.8	110.3
Mobile, Ala.	36,722	513.6	142.8
Orange, N. Y.	59,376	315.5	87.7
Nueces, Texas	37,348	499.9	139.0
Washington, Pa.	55,870	332.3	92.4
Dane, Wis.	56,625	312.4	86.9
St. Clair, Ill.	46,320	393.2	109.3
Riverside, Cal.	38,958	466.6	129.7
Cambria, Pa.	59,856	301.7	83.9
Schenectady, N. Y.	50,670	349.8	97.2
Lake, Ill.	46,435	381.1	105.9
Vanderburgh, Ind.	47,243	372.7	103.6
Arlington, Va.	30,583	564.0	156.8
Travis, Texas	40,861	415.6	115.5
Cumberland, Me.	65,240	258.7	71.9
Hillsborough, N. H.	56,385	299.2	83.2
Greenville, S. C.	37,737	444.2	123.5
Stanislaus, Cal.	34,641	480.7	133.6
Palm Beach, Fla.	35,950	456.7	127.0
East Baton Rouge, La.	35,043	468.2	130.2
Fayette, Pa.	48,583	335.8	93.4
Saginaw, Mich.	44,023	370.4	103.0
Chautauqua, N. Y.	42,479	382.2	106.3
Beaver, Pa.	42,567	380.6	105.8
Madison, Ill.	43,802	369.5	102.7
Morris, N. J.	43,400	371.8	103.4
Sangamon, Ill.	45,562	353.4	98.2
Schuylkill, Pa.	51,551	312.0	86.7
Bernalillo, N. M.	25,333	631.0	175.4
Washtenaw, Mich.	35,786	445.0	123.7
Pima, Ariz.	8,603	547.9	152.3
Dutchess, N. Y.	49,953	311.5	86.6
Roanoke, Va.	41,208	375.6	104.4
Macomb, Mich.	28,471	541.6	150.6
Berkshire, Mass.	49,406	310.4	86.3
Lubbock, Texas	23,137	650.3	180.8
New London, Conn.	48,157	311.6	86.6
Kalamazoo, Mich.	41,096	362.3	100.7
Potter, Texas	26,712	554.3	154.1
Muskegon, Mich.	31,625	467.5	130.0
Rock Island, Ill.	40,430	364.6	101.4
Calhoun, Mich.	34,097	431.6	120.0
Butler, Ohio	39,941	368.3	102.4
Tulare, Cal.	35,023	419.1	116.5
Chester, Pa.	42,067	348.8	97.0
Richland, S. C.	35,128	417.0	115.9
Monterey, Cal.	34,616	421.0	117.0
Lorain, Ohio	37,192	389.6	108.3
Rensselaer, N. Y.	43,514	331.9	92.3
Wake, N. C.	31,465	454.0	126.2
Lane, Ore.	25,514	558.3	155.2
Sonoma, Cal.	35,765	398.1	110.7
McLennan, Texas	29,722	478.7	133.1
Chatham, Ga.	36,405	383.0	106.5
Berrien, Mich.	31,609	439.6	122.2
Lancaster, Neb.	41,006	334.9	93.1
Yakima, Wash.	34,705	391.2	108.8
Woodbury, Iowa	43,174	314.4	87.4
Trumbull, Ohio	38,144	354.1	98.4
Charleston, S. C.	32,781	411.8	114.5
Hinds, Miss.	31,978	420.5	116.9
Blair, Pa.	43,340	307.8	85.6
Wyandotte, Kans.	37,701	353.0	98.1
Linn, Iowa	38,808	341.5	94.9
Orange, Fla.	31,510	419.5	116.6
Will, Ill.	33,471	394.5	109.7
Racine, Wis.	34,485	382.4	106.3
Montgomery, Ala.	32,058	403.9	112.3
Jackson, Mich.	32,924	389.2	108.2
Spartanburg, S. C.	27,190	469.9	130.6
Galveston, Texas	30,591	416.8	115.9
Scott, Iowa	37,681	336.7	93.6
Santa Barbara, Cal.	36,344	347.4	96.6
Du Page, Ill.	30,431	411.4	114.4
Total Above Counties	27,272,175	349.3	97.1
% of U. S. A.	64.8692		



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Population and Rank, 200 Largest Cities

SM Estimates, January 1, 1952, for the 200 cities leading in population

CITY and STATE	POPULATION (CIVILIAN) 1/1/52 SM Estimates (In thousands)	Rank in Group	% Accumulation
New York City, N. Y.	8,017.2	1	5.1751
Chicago, Ill.	3,654.0	2	7.5337
Philadelphia, Pa.	2,109.7	3	8.8951
Los Angeles, Cal.	2,051.6	4	10.2193
Detroit, Mich.	1,904.0	5	11.4483
Baltimore, Md.	958.1	6	12.0667
Cleveland, Ohio	923.5	7	12.6628
St. Louis, Mo.	866.3	8	13.2219
Washington, D. C.	829.3	9	13.7572
Boston, Mass.	807.2	10	14.2782
San Francisco, Cal.	786.8	11	14.7861
Pittsburgh, Pa.	683.0	12	15.2270
Milwaukee, Wis.	645.0	13	15.6433
Houston, Texas	622.3	14	16.0450
Buffalo, N. Y.	588.7	15	16.4249
New Orleans, La.	583.5	16	16.8016
Minneapolis, Minn.	529.7	17	17.1435
Cincinnati, Ohio	512.2	18	17.4741
Seattle, Wash.	480.1	19	17.7840
Kansas City, Mo.	464.8	20	18.0840
Hempstead Township, N. Y.	463.5	21	18.3832
Dallas, Texas	452.2	22	18.6750
Newark, N. J.	445.6	23	18.9627
Indianapolis, Ind.	436.1	24	19.2441
Denver, Colo.	429.7	25	19.5215
San Antonio, Texas	421.7	26	19.7937
Memphis, Tenn.	412.3	27	20.0598
Oakland, Cal.	395.8	28	20.3153
Columbus, Ohio	388.5	29	20.5661
Portland, Ore.	383.7	30	20.8137
Louisville, Ky.	376.1	31	21.0565
San Diego, Cal.	344.2	32	21.8787
Rochester, N. Y.	337.8	33	21.4967
Atlanta, Ga.	333.5	34	21.7120
Birmingham, Ala.	328.4	35	21.9239
St. Paul, Minn.	315.8	36	21.1278
Toledo, Ohio	310.9	37	22.3284
Jersey City, N. J.	304.1	38	22.5247
Fort Worth, Texas	291.5	39	22.7129
Akron, Ohio	280.5	40	22.8939
Miami, Fla.	262.5	41	23.0634
Long Beach, Cal.	259.6	42	23.2309
Omaha, Neb.	253.8	43	23.3948
Dayton, Ohio	252.8	44	23.5579
Oklahoma City, Okla.	250.3	45	23.7195
Providence, R. I.	250.0	46	23.8809
Richmond, Va.	237.3	47	24.0341
Syracuse, N. Y.	225.4	48	24.1796
Jacksonville, Fla.	211.4	49	24.3160
Norfolk, Va.	210.6	50	24.4520
Worcester, Mass.	207.2	51	24.5857
Salt Lake City, Utah	189.1	52	24.7078
Tulsa, Okla.	188.1	53	24.8292
Grand Rapids, Mich.	182.6	54	24.9470
Des Moines, Iowa	181.3	55	25.6040
Hartford, Conn.	180.7	56	25.1807
Nashville, Tenn.	176.7	57	25.2948
Wichita, Kans.	174.3	58	25.4073
Youngstown, Ohio	171.7	59	25.5181
Flint, Mich.	169.6	60	25.6776
Spokane, Wash.	168.1	61	25.7361
New Haven, Conn.	168.0	62	25.8445
Springfield, Mass.	167.3	63	25.9525
Bridgeport, Conn.	162.4	64	26.0573
Yonkers, N. Y.	156.5	65	26.1583
North Hempstead Township, N. Y.	153.9	66	26.2577
Tacoma, Wash.	149.3	67	26.3540
Little Rock-North Little Rock, Ark.	149.1	68	26.4503
Sacramento, Cal.	142.3	69	26.5421
Paterson, N. J.	141.5	70	26.6335
Charlotte, N. C.	139.3	71	26.7234
Austin, Texas	138.8	72	26.8130
Gary, Ind.	137.8	73	26.9019
Albany, N. Y.	137.8	73	26.9908
Fort Wayne, Ind.	137.0	75	27.0793
Mobile, Ala.	136.6	76	27.1674
El Paso, Texas	135.6	77	27.2550
Erie, Pa.	134.7	78	27.3419
Chattanooga, Tenn.	133.8	79	27.4283
Kansas City, Kans.	132.9	80	27.5141
Baton Rouge, La.	132.5	81	27.5998
Tampa, Fla.	131.1	82	27.6842
Trenton, N. J.	130.0	83	27.7682
Evansville, Ind.	129.8	84	27.8519
Shreveport, La.	129.2	85	27.9353
Camden, N. J.	126.4	86	28.0182
Knoxville, Tenn.	126.7	87	28.1000
Scranton, Pa.	126.3	88	28.1815
Passaic-Clifton, N. J.	125.8	89	28.2627
Savannah, Ga.	124.5	90	28.3430
Cambridge, Mass.	124.0	91	28.4231
Canton, Ohio	119.0	92	28.4999
South Bend, Ind.	118.4	93	28.5763
Berkeley, Cal.	117.8	94	28.6523
Corpus Christi, Texas	117.2	95	28.7280
Peoria, Ill.	114.6	96	28.8020
Elizabeth, N. J.	114.4	97	28.8758
Fall River, Mass.	114.3	98	28.9496
Phoenix, Ariz.	111.7	99	29.0217
Wilmington, Del.	111.6	100	29.0937
New Bedford, Mass.	111.5	101	29.1657
Reading, Pa.	111.3	102	29.2375
Richmond, Cal.	110.7	103	29.3090
Allentown, Pa.	108.9	104	29.3793
Pasadena, Cal.	108.6	105	29.4494
Montgomery, Ala.	108.5	106	29.5194
Waterbury, Conn.	107.3	107	29.5887
Duluth, Minn.	105.7	108	29.6569
Somerville, Mass.	105.1	109	29.7247
Albuquerque, N. M.	104.4	110	29.7921
Utica, N. Y.	103.3	111	29.8588
Moline-East Moline-Rock Island, Ill.	103.0	112	29.9253
St. Petersburg, Fla.	102.5	113	29.9914
Lynn, Mass.	101.8	114	30.0571
Jackson, Miss.	101.1	115	30.1224
San Jose, Cal.	100.7	116	30.1874
Lincoln, Neb.	100.5	117	30.2523
Madison, Wis.	99.7	118	30.3166
Glendale, Cal.	99.5	119	30.3808
Lowell, Mass.	99.2	120	30.4449
Dearborn, Mich.	98.5	121	30.5084
Beaumont, Texas	97.5	122	30.5714
Rockford, Ill.	96.2	123	30.6335
Saginaw, Mich.	96.2	123	30.6956
Lansing, Mich.	95.9	125	30.7575
Fresno, Cal.	95.8	126	30.8193
Roanoke, Va.	94.5	127	30.8803
Niagara Falls, N. Y.	94.3	128	30.9412
Schenectady, N. Y.	94.3	128	31.0020
Topeka, Kans.	92.1	130	31.0615
Harrisburg, Pa.	91.5	131	31.1205
Hammond, Ind.	90.9	132	31.1792
Columbia, S. C.	90.4	133	31.2376
Winston-Salem, N. C.	89.5	134	31.2953
Upper Darby, Pa.	89.2	135	31.3529
Huntington, W. Va.	87.5	136	31.4094
Waco, Texas	87.0	137	31.4655
Quincy, Mass.	85.4	138	31.5207
Sioux City, Iowa	85.2	139	31.5757
Columbus, Ga.	85.1	140	31.6306
East St. Louis, Ill.	85.0	141	31.6855
Augusta, Ga.	84.8	142	31.7402
Manchester, N. H.	84.6	143	31.7948
Brownsville-Harlingen-McAllen, Texas	83.9	144	31.8490
Pawtucket, R. I.	83.6	145	31.9029
Binghamton, N. Y.	83.5	146	31.9568
Burbank, Cal.	83.3	147	32.0106
Newton, Mass.	83.1	148	32.0642
Springfield, Ill.	82.7	149	32.1176
Lawrence, Mass.	82.2	150	32.1707
Portsmouth, Va.	81.7	151	32.2234
Springfield, Ohio	80.7	152	32.2755
East Orange, N. J.	79.7	153	32.3269
Portland, Me.	78.8	154	32.3778
Lubbock, Texas	78.7	155	32.4286
Altoona, Pa.	77.9	156	32.4789
Bayonne, N. J.	77.7	157	32.5290
Pontiac, Mich.	76.9	158	32.5787
St. Joseph, Mo.	76.8	159	32.6282
Wilkes-Barre, Pa.	76.8	159	32.6779
Amarillo, Texas	76.8	159	32.7274
Greensboro, N. C.	76.7	162	32.7769
Stamford, Conn.	76.3	163	32.8261
Davenport, Iowa	76.0	164	32.8752
New Britain, Conn.	75.0	165	32.9238
Stockton, Cal.	74.9	166	32.9719
Santa Monica, Cal.	74.8	167	33.0202
Evanston, Ill.	74.8	167	33.0685
Cedar Rapids, Iowa	74.4	169	33.1165
Charleston, W. Va.	74.0	170	33.1643
Mount Vernon, N. Y.	73.7	171	33.2119
Troy, N. Y.	73.6	172	33.2594
Macon, Ga.	73.5	173	33.3068
Durham, N. C.	73.4	174	33.3542
Racine, Wis.	72.9	175	33.4012
Charleston, S. C.	71.5	176	33.4474
Wichita Falls, Texas	71.5	176	33.4935
Oyster Bay Township, N. Y.	71.3	178	33.5396
Decatur, Ill.	70.1	179	33.5848
Lakewood, Ohio	69.0	180	33.6293
Galveston, Texas	68.8	181	33.6738
Springfield, Mo.	68.4	182	33.7179
Cicero, Ill.	68.2	183	33.7619
Medford, Mass.	68.0	184	33.8058
Chester, Pa.	68.0	184	33.8497
Raleigh, N. C.	67.7	186	33.8934
Bethlehem, Pa.	67.5	187	33.9370
Alameda, Cal.	67.1	188	33.9803
Waterloo, Iowa	66.9	189	34.0235
San Bernardino, Cal.	66.5	190	34.0664
Covington, Ky.	66.4	191	34.1092
Pueblo, Colo.	66.3	192	34.1520
Alexandria, Va.	66.2	193	34.1948
Champaign-Urbana, Ill.	65.5	194	34.2371
Lewiston-Auburn, Me.	65.4	195	34.2793
Lancaster, Pa.	65.3	196	34.3214
Terre Haute, Ind.	65.2	197	34.3635
Brockton, Mass.	64.9	198	34.4054
Biloxi-Gulfport, Miss.	64.1	199	34.4468
Oak Park, Ill.	64.0	200	34.4881
Total Above Cities	53,431.2		
% of U. S. A.			34.4881

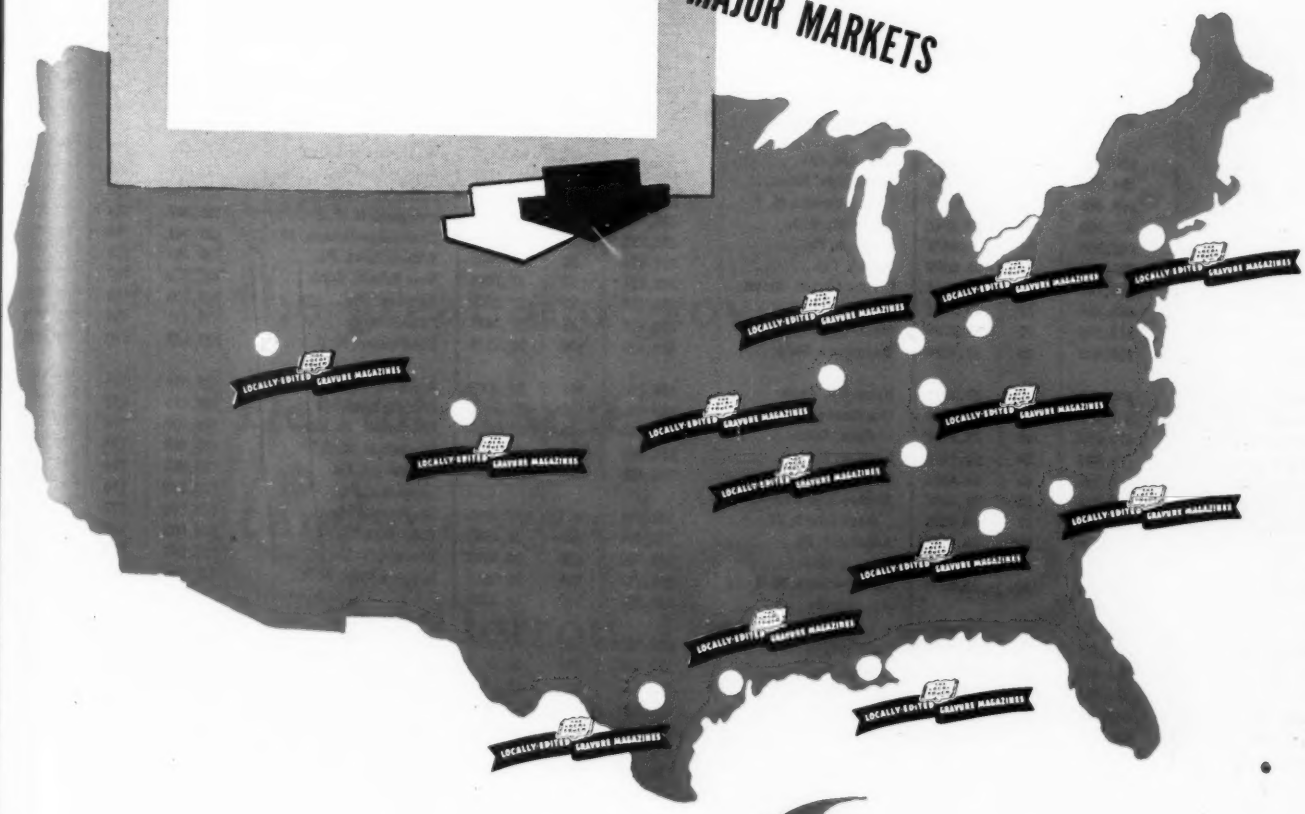
Honolulu City, with a Population of 228,500, would, if included above, carry a rank of 48.

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Total Net Effective Buying Income, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	NET E. B. I. SM Estimates (in thousands)	Rank in Group	% Accumulation
New York City, N. Y.	14,586,345	1	8.6178
Chicago, Ill.	7,058,346	2	9.8201
Los Angeles, Cal.	4,075,440	3	11.6692
Philadelphia, Pa.	4,070,840	4	13.5161
Detroit, Mich.	3,425,379	5	15.0702
San Francisco, Cal.	1,788,679	6	15.8817
Cleveland, Ohio	1,742,487	7	16.6723
Washington, D. C.	1,667,996	8	17.3837
St. Louis, Mo.	1,502,048	9	18.0652
Baltimore, Md.	1,413,783	10	18.7067
Boston, Mass.	1,364,903	11	19.3259
Pittsburgh, Pa.	1,244,497	12	19.8906
Milwaukee, Wis.	1,172,658	13	20.4227
Houston, Texas	1,124,487	14	20.9329
Seattle, Wash.	1,068,665	15	21.4177
Hempstead Township, N. Y.	1,045,557	16	21.8921
Minneapolis, Minn.	1,005,964	17	22.3485
Cincinnati, Ohio	949,578	18	22.7793
New Orleans, La.	904,326	19	23.1898
Indianapolis, Ind.	889,794	20	23.5933
Kansas City, Mo.	885,662	21	23.9951
Buffalo, N. Y.	884,619	22	24.3964
Newark, N. J.	860,685	23	24.7869
Dallas, Texas	853,569	24	25.1742
Portland, Ore.	822,353	25	25.5473
Oakland, Cal.	786,244	26	25.9040
Denver, Colo.	759,182	27	26.2484
Columbus, Ohio	683,064	28	26.5583
Louisville, Ky.	619,284	29	26.8393
San Diego, Cal.	608,490	30	27.1154
San Antonio, Texas	598,505	31	27.3870
Toledo, Ohio	591,576	32	27.6554
Rochester, N. Y.	579,270	33	27.9182
Memphis, Tenn.	578,492	34	28.1807
Long Beach, Cal.	568,335	35	28.4385
St. Paul, Minn.	567,903	36	28.6962
Jersey City, N. J.	529,610	37	28.9365
Atlanta, Ga.	520,115	38	29.1725
Akron, Ohio	506,598	39	29.4023
Omaha, Neb.	500,589	40	29.6295
Birmingham, Ala.	490,635	41	29.8521
Fort Worth, Texas	487,775	42	30.0734
Dayton, Ohio	485,057	43	30.2935
Miami, Fla.	451,661	44	30.4984
Oklahoma City, Okla.	438,743	45	30.6975
Hartford, Conn.	419,956	46	30.8880
Richmond, Va.	412,539	47	31.0752
Providence, R. I.	399,757	48	31.2565
North Hempstead Township, N. Y.	369,954	49	31.4243
Salt Lake City, Utah	362,337	50	31.5887
Des Moines, Iowa	357,676	51	31.7509
Syracuse, N. Y.	350,540	52	31.9099
Worcester, Mass.	350,357	53	32.0688
Tulsa, Okla.	337,582	54	32.2220
Wichita, Kans.	322,971	55	32.3685
Spokane, Wash.	318,554	56	32.5130
Flint, Mich.	315,662	57	32.6562
Norfolk, Va.	315,150	58	32.7992
Fort Wayne, Ind.	314,623	59	32.9419
New Haven, Conn.	313,554	60	33.0842
Youngstown, Ohio	312,838	61	33.2261
Jacksonville, Fla.	312,104	62	33.3677
Bridgeport, Conn.	311,969	63	33.5093
Sacramento, Cal.	311,533	64	33.6506
Springfield, Mass.	300,641	65	33.7870
Yonkers, N. Y.	293,194	66	33.9200
Tacoma, Wash.	280,582	67	34.0473
Grand Rapids, Mich.	277,065	68	34.1730
Pasadena, Cal.	266,978	69	34.2942
Paterson, N. J.	265,953	70	34.4148
Albany, N. Y.	262,985	71	34.5341
Gary, Ind.	262,406	72	34.6532
Nashville, Tenn.	262,082	73	34.7721
Shreveport, La.	261,870	74	34.8909
Berkeley, Cal.	257,896	75	35.0079
Passaic-Clifton, N. J.	239,373	76	35.1165
Evansville, Ind.	239,250	77	35.2251
Wilmington, Del.	237,495	78	35.3328
Charlotte, N. C.	234,750	79	35.4393
South Bend, Ind.	232,572	80	35.5448
Peoria, Ill.	231,189	81	35.6497
Erie, Pa.	230,825	82	35.7544
Little Rock-North Little Rock, Ark.	225,265	83	35.8566
Baton Rouge, La.	224,070	84	35.9583
East Orange, N. J.	222,706	85	36.0593
Trenton, N. J.	217,436	86	36.1580
Canton, Ohio	216,818	87	36.2564
Austin, Texas	213,705	88	36.3533
Dearborn, Mich.	212,609	89	36.4498
Kansas City, Kans.	211,551	90	36.5458
Glendale, Cal.	211,139	91	36.6416
Cambridge, Mass.	209,673	92	36.7367
Mount Vernon, N. Y.	208,437	93	36.8313
Elizabeth, N. J.	207,126	94	36.9252
Scranton, Pa.	202,729	95	37.0172
Tampa, Fla.	202,663	96	37.1092
Corpus Christi, Texas	202,331	97	37.2010
Phoenix, Ariz.	202,175	98	37.2927
Mobile, Ala.	200,655	99	37.3837
Waterbury, Conn.	194,405	100	37.4719
Knoxville, Tenn.	194,298	101	37.5601
Chattanooga, Tenn.	193,093	102	37.6477
El Paso, Texas	192,453	103	37.7350
Lansing, Mich.	190,508	104	37.8214
Camden, N. J.	190,498	105	37.9079
Moline-East Moline-Rock Island, Ill.	190,193	106	37.9941
Allentown, Pa.	190,004	107	38.0803
Lincoln, Neb.	189,398	108	38.1663
New Rochelle, N. Y.	188,212	109	38.2517
Reading, Pa.	187,261	110	38.3366
Rockford, Ill.	185,827	111	38.4209
Harrisburg, Pa.	183,634	112	38.5042
Savannah, Ga.	182,729	113	38.5872
Upper Darby, Pa.	180,362	114	38.6690
Madison, Wis.	179,881	115	38.7506
Albuquerque, N. M.	178,674	116	38.8317
Hammond, Ind.	178,554	117	38.9127
Newton, Mass.	177,228	118	38.9931
Somerville, Mass.	176,092	119	39.0730
Fresno, Cal.	175,803	120	39.1527
Utica, N. Y.	174,268	121	39.2318
Stamford, Conn.	173,084	122	39.3103
Topeka, Kans.	172,843	123	39.3887
Evanston, Ill.	168,782	124	39.4653
St. Petersburg, Fla.	168,018	125	39.5415
Cleveland Heights, Ohio	165,926	126	39.6168
San Jose, Cal.	162,780	127	39.6907
Saginaw, Mich.	158,023	128	39.7624
Davenport, Iowa	157,634	129	39.8339
Lynn, Mass.	156,620	130	39.9050
Quincy, Mass.	156,101	131	39.9758
Beaumont, Texas	153,997	132	40.0456
Duluth, Minn.	153,909	133	40.1155
Sioux City, Iowa	153,218	134	40.1850
Lakewood, Ohio	152,211	135	40.2540
Brookline, Mass.	149,667	136	40.3219
Springfield, Ill.	148,462	137	40.3893
New Bedford, Mass.	144,362	138	40.4548
Winston-Salem, N. C.	143,824	139	40.5201
Cedar Rapids, Iowa	142,452	140	40.5847
Alameda, Cal.	141,258	141	40.6488
Stockton, Cal.	141,228	142	40.7128
Fall River, Mass.	141,012	143	40.7768
Jackson, Miss.	140,885	144	40.8407
White Plains, N. Y.	140,285	145	40.9044
Oyster Bay Township, N. Y.	139,892	146	40.9679
Columbia, S. C.	139,287	147	41.0311
Huntington, W. Va.	139,031	148	41.0941
Schenectady, N. Y.	138,302	149	41.1569
Oak Park, Ill.	137,846	150	41.2194
Santa Monica, Cal.	137,266	151	41.2817
Springfield, Ohio	136,734	152	41.3437
Bayonne, N. J.	135,319	153	41.4051
Cicero, Ill.	135,273	154	41.4665
Montgomery, Ala.	135,189	155	41.5278
Roanoke, Va.	135,187	156	41.5892
Pawtucket, R. I.	135,021	157	41.6504
Montclair, N. J.	134,782	158	41.7116
Richmond, Cal.	134,154	159	41.7724
Atlantic City, N. J.	133,441	160	41.8330
West Hartford, Conn.	132,982	161	41.8933
Medford, Mass.	132,561	162	41.9535
Lubbock, Texas	131,690	163	42.0132
Irvington, N. J.	131,277	164	42.0728
Champaign-Urbana, Ill.	131,147	165	42.1323
Wilkes-Barre, Pa.	130,449	166	42.1915
New Britain, Conn.	130,375	167	42.2506
Portland, Me.	129,209	168	42.3092
Lowell, Mass.	128,411	169	42.3675
Greensboro, N. C.	127,025	170	42.4251
Amarillo, Texas	126,474	171	42.4825
East St. Louis, Ill.	126,425	172	42.5399
Charleston, W. Va.	126,150	173	42.5971
Bloomfield, N. J.	125,163	174	42.6539
Bethlehem, Pa.	125,026	175	42.7106
Lancaster, Pa.	125,018	176	42.7673
St. Joseph, Mo.	125,010	177	42.8240
Columbus, Ga.	124,902	178	42.8807
Alexandria, Va.	123,841	179	42.9369
Niagara Falls, N. Y.	123,345	180	42.9929
Chester, Pa.	122,810	181	43.0486
Waco, Texas	122,322	182	43.1041
Decatur, Ill.	122,212	183	43.1595
Manchester, N. H.	121,538	184	43.2147
York, N. Y.	121,314	185	43.2697
Racine, Wis.	121,144	186	43.3247
Durham, N. C.	120,161	187	43.3792
Kalamazoo, Mich.	119,589	188	43.4334
Binghamton, N. Y.	119,539	189	43.4877
Wichita Falls, Texas	118,695	190	43.5415
Lower Merion, Pa.	118,597	191	43.5953
Springfield, Mo.	118,596	192	43.6491
Waterloo, Iowa	118,362	193	43.7028
Pontiac, Mich.	117,879	194	43.7563
Norwalk, Conn.	115,680	195	43.8098
Galveston, Texas	114,212	196	43.8606
Raleigh, N. C.	114,089	197	43.9124
Johnstown, Pa.	111,925	198	43.9632
Charleston, S. C.	111,380	199	44.0137
Terre Haute, Ind.	111,304	200	44.0642
Total Above Cities	97,122,134		
% U. S. A.			44.0642

Honolulu City, with $415,074,000 income, would, if included above, carry a rank of 47.

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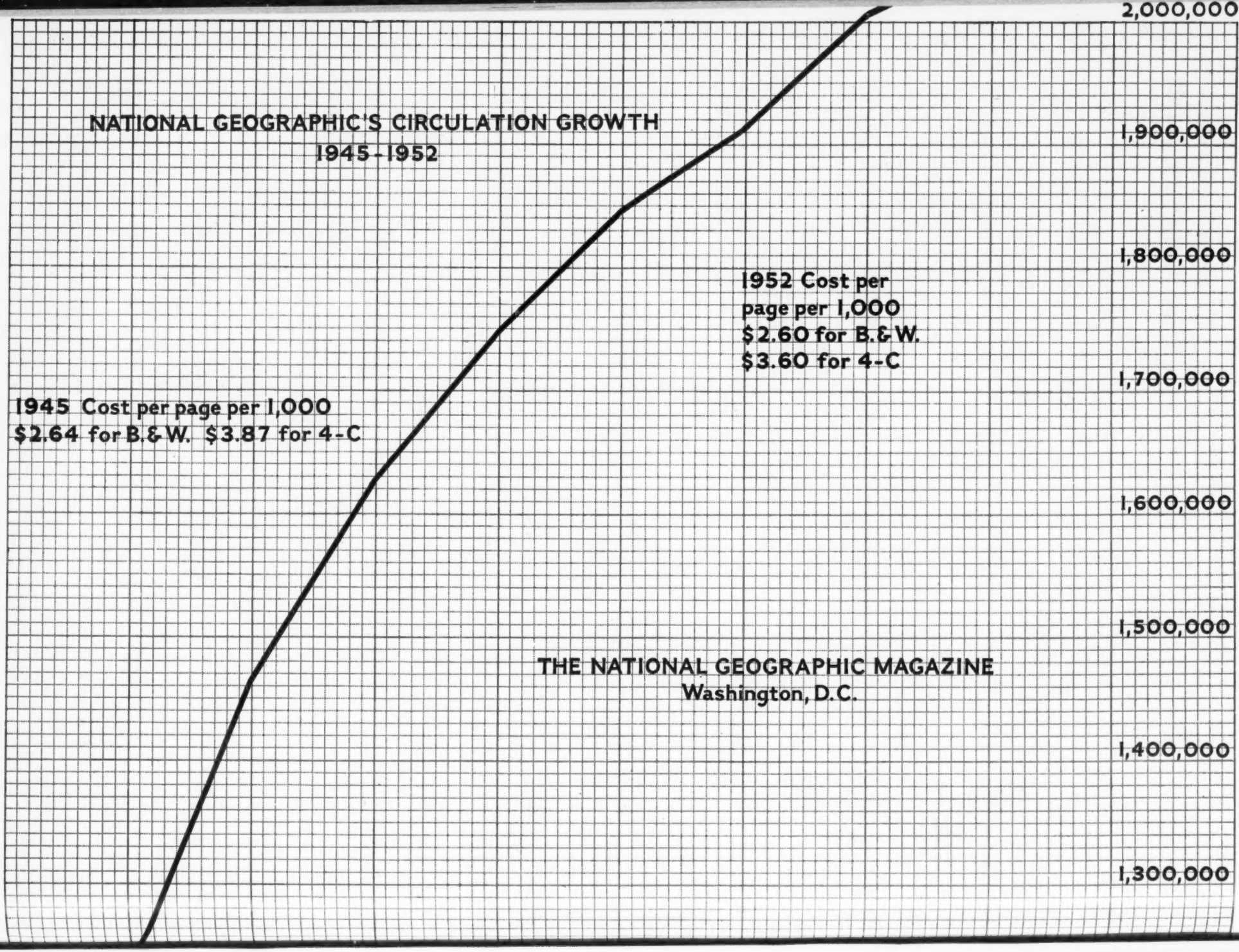
REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

Per Family Effective Buying Income, 200 Cities

SM Estimates, 1951, for the 200 cities leading in population

CITY	STATE	NET E. B. I. PER FAMILY SM Estimates	Rank in Group
Mount Vernon	N. Y.	9,605	1
East Orange	N. J.	8,838	2
Oyster Bay Township	N. Y.	8,327	3
North Hempstead Township	N. Y.	8,078	4
Stamford	Conn.	8,013	5
Hartford	Conn.	7,939	6
Evanston	Ill.	7,924	7
Newton	Mass.	7,877	8
Hempstead Township	N. Y.	7,803	9
Champaign-Urbana	Ill.	7,760	10
Dearborn	Mich.	7,620	11
Wilmington	Del.	7,376	12
Fort Wayne	Ind.	7,351	13
Medford	Mass.	7,284	14
Pasadena	Cal.	7,044	15
Lakewood	Ohio	6,887	16
Upper Darby	Pa.	6,884	17
Newark	N. J.	6,831	18
Sacramento	Cal.	6,817	19
Shreveport	La.	6,767	20
Berkeley	Cal.	6,751	21
Hammond	Ind.	6,738	22
Davenport	Iowa	6,736	23
Philadelphia	Pa.	6,714	24
Raleigh	N. C.	6,711	25
Gary	Ind.	6,694	26
Oak Park	Ill.	6,692	27
Bethlehem	Pa.	6,686	28
Washington	D. C.	6,672	29
Youngstown	Ohio	6,656	30
San Francisco	Cal.	6,647	31
Seattle	Wash.	6,642	32
Chester	Pa.	6,603	33
Alameda	Cal.	6,601	34
Bridgeport	Conn.	6,596	35
Omaha	Neb.	6,595	36
Trenton	N. J.	6,589	37
Peoria	Ill.	6,568	38
Madison	Wis.	6,541	39
South Bend	Ind.	6,533	40
Indianapolis	Ind.	6,500	41
Stockton	Cal.	6,478	42
Dayton	Ohio	6,467	43
New Haven	Conn.	6,438	44
Detroit	Mich.	6,436	45
Harrisburg	Pa.	6,421	46
Lansing	Mich.	6,414	47
Cleveland	Ohio	6,383	48
Cicero	Ill.	6,381	49
Lancaster	Pa.	6,378	50
Pittsburgh	Pa.	6,359	51
Elizabeth	N. J.	6,354	52
Greensboro	N. C.	6,351	53
Salt Lake City	Utah	6,324	54
Quincy	Mass.	6,320	55
Yonkers	N. Y.	6,319	56
Passaic-Clifton	N. J.	6,316	57
Chicago	Ill.	6,308	58
Waterbury	Conn.	6,291	59
Flint	Mich.	6,288	60
Toledo	Ohio	6,287	61
Alexandria	Va.	6,286	62
Wichita Falls	Texas	6,247	63
Bayonne	N. J.	6,236	64
Portland	Ore.	6,221	65
Durham	N. C.	6,194	66
Springfield	Mass.	6,186	67
Cambridge	Mass.	6,167	68
Richmond	Va.	6,157	69
Paterson	N. J.	6,142	70
Des Moines	Iowa	6,135	71
Wilkes-Barre	Pa.	6,124	72
Milwaukee	Wis.	6,114	73
Rockford	Ill.	6,113	74
Minneapolis	Minn.	6,112	75
Worcester	Mass.	6,093	76
New Britain	Conn.	6,092	77
Albany	N. Y.	6,088	78
Moline-East Moline-Rock Island	Ill.	6,076	79
Somerville	Mass.	6,072	80
Jersey City	N. J.	6,060	81
Corpus Christi	Texas	6,040	82
Canton	Ohio	6,039	83
Boston	Mass.	6,034	84
Akron	Ohio	6,031	85
Charlotte	N. C.	6,019	86
Allentown	Pa.	6,013	87
Cedar Rapids	Iowa	6,011	88
New York City	N. Y.	5,988	89
Dallas	Texas	5,982	90
Evansville	Ind.	5,966	91
Columbia	S. C.	5,952	92
Columbus	Ohio	5,945	93
St. Paul	Minn.	5,928	94
Baton Rouge	La.	5,912	95
Erie	Pa.	5,888	96
Houston	Texas	5,884	97
Lincoln	Neb.	5,882	98
Long Beach	Cal.	5,871	99
Glendale	Cal.	5,849	100
Oakland	Cal.	5,846	101
Sioux City	Iowa	5,826	102
Los Angeles	Cal.	5,809	103
Cincinnati	Ohio	5,783	104
Waterloo	Iowa	5,774	105
Fresno	Cal.	5,764	106
Kansas City	Mo.	5,762	107
Albuquerque	N. M.	5,745	108
Spokane	Wash.	5,729	109
Lubbock	Texas	5,726	110
Utica	N. Y.	5,695	111
Austin	Texas	5,684	112
Saginaw	Mich.	5,664	113
St. Louis	Mo.	5,662	114
Winston-Salem	N. C.	5,662	114
Rochester	N. Y.	5,651	116
Topeka	Kans.	5,648	117
Wichita	Kans.	5,627	118
Reading	Pa.	5,623	119
Tacoma	Wash.	5,567	120
Denver	Colo.	5,550	121
Springfield	Ohio	5,536	122
Pontiac	Mich.	5,534	123
Phoenix	Ariz.	5,524	124
Louisville	Ky.	5,524	124
Galveston	Texas	5,517	126
Charleston	W. Va.	5,509	127
Racine	Wis.	5,507	128
Decatur	Ill.	5,505	129
Springfield	Ill.	5,478	130
Providence	R. I.	5,469	131
Tulsa	Okla.	5,454	132
Atlanta	Ga.	5,429	133
Scranton	Pa.	5,421	134
San Diego	Cal.	5,409	135
Miami	Fla.	5,403	136
Knoxville	Tenn.	5,397	137
Fort Worth	Texas	5,366	138
Portland	Me.	5,361	139
Syracuse	N. Y.	5,344	140
El Paso	Texas	5,316	141
Oklahoma City	Okla.	5,312	142
Camden	N. J.	5,292	143
Beaumont	Texas	5,274	144
Huntington	W. Va.	5,266	145
New Orleans	La.	5,255	146
Kansas City	Kans.	5,236	147
Pawtucket	R. I.	5,233	148
St. Joseph	Mo.	5,231	149
Charleston	S. C.	5,229	150
Buffalo	N. Y.	5,228	151
Norfolk	Va.	5,226	152
Columbus	Ga.	5,204	153
Lynn	Mass.	5,186	154
Amarillo	Texas	5,183	155
Jacksonville	Fla.	5,176	156
Springfield	Mo.	5,156	157
Binghamton	N. Y.	5,153	158
San Jose	Cal.	5,135	159
Baltimore	Md.	5,135	159
Covington	Ky.	5,103	161
San Antonio	Texas	5,102	162
Nashville	Tenn.	5,099	163
Terre Haute	Ind.	5,082	164
Mobile	Ala.	5,067	165
Santa Monica	Cal.	5,065	166
Tampa	Fla.	5,016	167
Birmingham	Ala.	5,006	168
East St. Louis	Ill.	4,997	169
Jackson	Miss.	4,996	170
Savannah	Ga.	4,979	171
Roanoke	Va.	4,916	172
Grand Rapids	Mich.	4,913	173
Chattanooga	Tenn.	4,901	174
Little Rock-North Little Rock	Ark.	4,886	175
Memphis	Tenn.	4,829	176
Pueblo	Colo.	4,815	177
Duluth	Minn.	4,795	178
Waco	Texas	4,760	179
Manchester	N. H.	4,729	180
Altoona	Pa.	4,728	181
Schenectady	Pa.	4,704	182
Troy	N. Y.	4,701	183
Niagara Falls	N. Y.	4,585	184
Lowell	Mass.	4,554	185
Augusta	Ga.	4,508	186
Biloxi-Gulfport	Miss.	4,459	187
Lewiston-Auburn	Me.	4,434	188
St. Petersburg	Fla.	4,422	189
Macon	Ga.	4,419	190
Portsmouth	Va.	4,383	191
San Bernardino	Cal.	4,376	192
Montgomery	Ala.	4,251	193
Richmond	Cal.	4,219	194
Lawrence	Mass.	4,208	195
New Bedford	Mass.	4,197	196
Fall River	Mass.	4,197	196
Brockton	Mass.	4,171	198
Brownsville-Harlingen-McAllen	Texas	4,071	199
Burbank	Cal.	3,886	200
U.S. Per Family Income		4,927	

Honolulu City, with Per Family Income of $6,706, would, if included above, carry a rank of 26.


NATIONAL GEOGRAPHIC'S CIRCULATION GROWTH
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1945 Cost per page per 1,000
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page per 1,000
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$3.60 for 4-C
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Washington, D.C.
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1,800,000
1,700,000
1,600,000
1,500,000
1,400,000
1,300,000
147
MAY 10, 1952

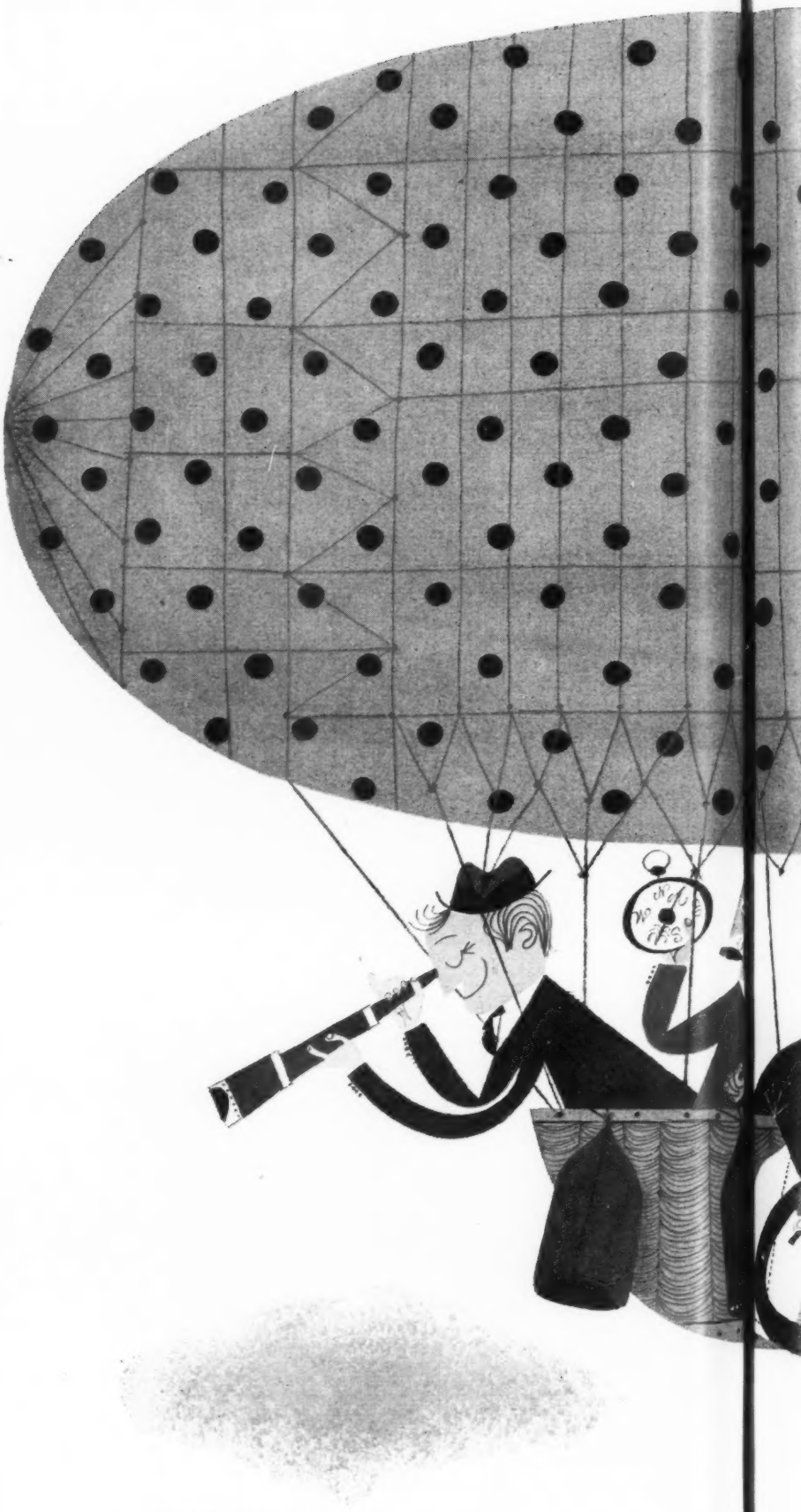
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Take a long, panoramic look at the West Coast and you'll see at once the Coast is big... the population scattered. It won't take you long to see, too, that the only way to cover this rich, sprawling market of 14,675,000 people at one time is to use *radio!*

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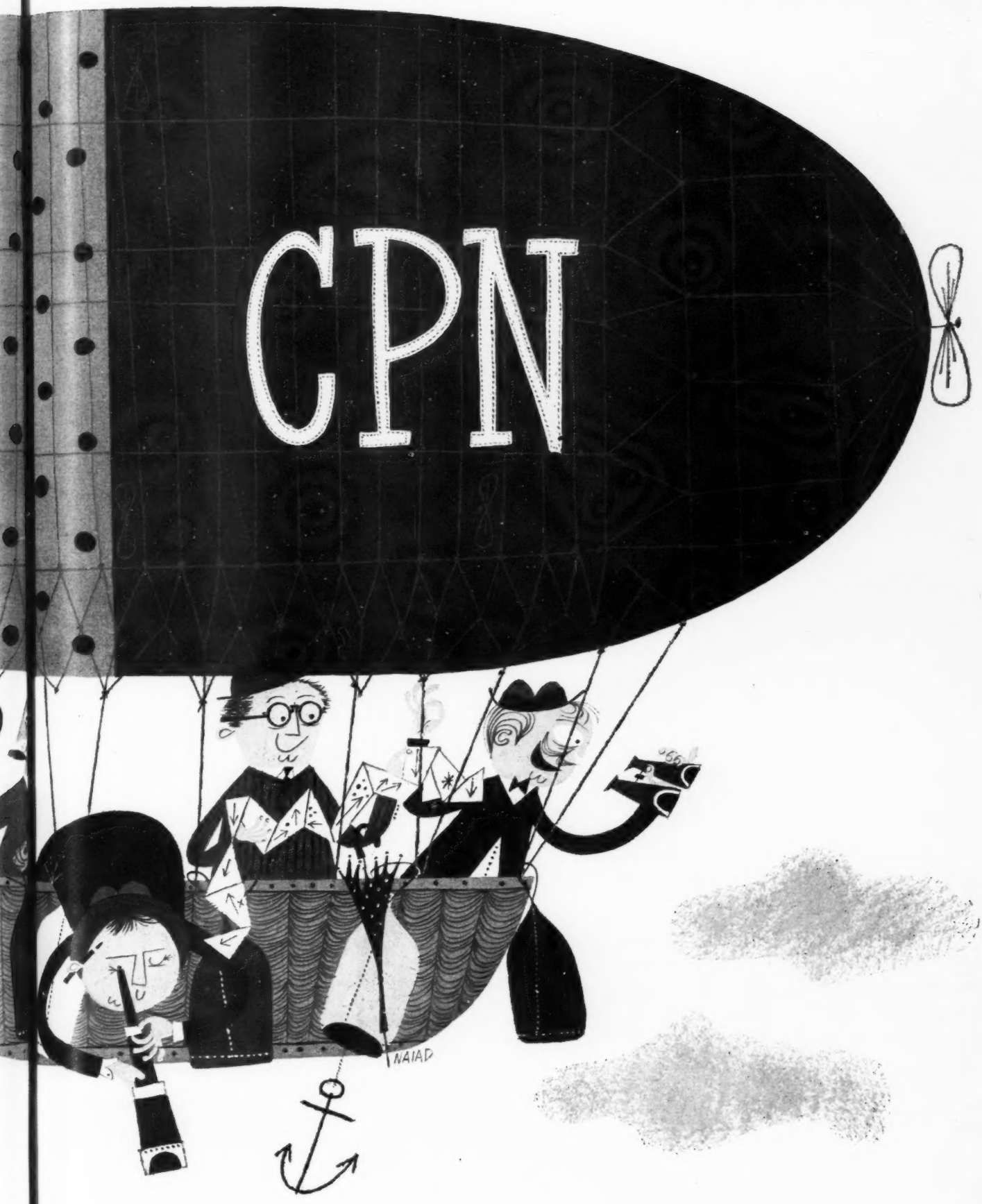
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COLUMBIA PACIFIC NETWORK

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Sources: Sales Management, May 1951; BMB 1949, CBS minimal estimates, daytime; Pacific NRI total day Jan.-Dec. 1951


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Per Capita Effective Buying Income, 200 Cities

SM Estimates, 1951, for the 200 cities leading in population

CITY	STATE	NET E. B. I. PER CAPITA SM Estimates	Rank in Group
Mount Vernon	N. Y.	2,828	1
East Orange	N. J.	2,794	2
Pasadena	Cal.	2,458	3
North Hempstead Township	N. Y.	2,404	4
Hartford	Conn.	2,324	5
Fort Wayne	Ind.	2,297	6
San Francisco	Cal.	2,273	7
Stamford	Conn.	2,268	8
Evanston	Ill.	2,256	9
Hempstead Township	N. Y.	2,256	9
Seattle	Wash.	2,226	11
Lakewood	Ohio	2,206	12
Berkeley	Cal.	2,189	13
Long Beach	Cal.	2,189	13
Sacramento	Cal.	2,189	13
Dearborn	Mich.	2,158	16
Oak Park	Ill.	2,154	17
Portland	Ore.	2,143	18
Newton	Mass.	2,133	19
Wilmington	Del.	2,128	20
Glendale	Cal.	2,122	21
Alameda	Cal.	2,105	22
Davenport	Iowa	2,074	23
Indianapolis	Ind.	2,040	24
Shreveport	La.	2,027	25
Upper Darby	Pa.	2,022	26
Peoria	Ill	2,017	27
Harrisburg	Pa.	2,007	28
Champaign-Urbana	Ill.	2,002	29
Lansing	Mich.	1,987	30
Oakland	Cal.	1,986	31
Los Angeles	Cal.	1,986	31
Cicero	Ill.	1,983	33
Des Moines	Iowa	1,973	34
Omaha	Neb.	1,972	35
Hammond	Ind.	1,964	36
South Bend	Ind.	1,964	36
Oyster Bay Township	N. Y.	1,962	38
Medford	Mass.	1,949	39
Chicago	Ill.	1,932	40
Rockford	Ill.	1,932	40
Newark	N. J.	1,932	40
Philadelphia	Pa.	1,930	43
Bridgeport	Conn.	1,921	44
Dayton	Ohio	1,919	45
Salt Lake City	Utah	1,916	46
Cedar Rapids	Iowa	1,915	47
Lancaster	Pa.	1,915	47
Albany	N. Y.	1,908	49
Kansas City	Mo.	1,905	50
Gary	Ind.	1,904	51
Passaic-Clifton	N. J.	1,903	52
Toledo	Ohio	1,903	52
Minneapolis	Minn.	1,899	54
Spokane	Wash.	1,895	55
Washington	D. C.	1,891	56
Dallas	Texas	1,888	57
Cleveland	Ohio	1,887	58
Stockton	Cal.	1,886	59
Lincoln	Neb.	1,885	60
Paterson	N. J.	1,880	61
Tacoma	Wash.	1,879	62
Topeka	Kans.	1,877	63
Yonkers	N. Y.	1,873	64
Alexandria	Va.	1,871	65
New Haven	Conn.	1,866	66
Flint	Mich.	1,861	67
Cincinnati	Ohio	1,854	68
Wichita	Kans.	1,853	69
Bethlehem	Pa.	1,852	70
Moline-East Moline-Rock Island	Ill.	1,847	71
Evansville	Ind.	1,843	72
Fresno	Cal.	1,835	73
Santa Monica	Cal.	1,835	73
Quincy	Mass.	1,828	75
Youngstown	Ohio	1,822	76
Canton	Ohio	1,822	76
Pittsburgh	Pa.	1,822	76
New York City	N. Y.	1,819	79
Milwaukee	Wis.	1,818	80
Waterbury	Conn.	1,812	81
Elizabeth	N. J.	1,811	82
Phoenix	Ariz.	1,810	83
Houston	Texas	1,807	84
Akron	Ohio	1,806	85
Chester	Pa.	1,806	85
Madison	Wis.	1,804	87
Detroit	Mich.	1,799	88
Sioux City	Iowa	1,798	89
St. Paul	Minn.	1,798	89
Springfield	Mass.	1,797	91
Springfield	Ill.	1,795	92
Tulsa	Okla.	1,795	92
Waterloo	Iowa	1,769	94
San Diego	Cal.	1,768	95
Denver	Colo.	1,767	96
Columbus	Ohio	1,758	97
Oklahoma City	Okla.	1,753	98
Allentown	Pa.	1,745	99
Decatur	Ill.	1,743	100
Jersey City	N. J.	1,742	101
Bayonne	N. J.	1,742	101
New Britain	Conn.	1,738	103
Richmond	Cal.	1,738	103
Springfield	Mo.	1,734	105
St. Louis	Mo.	1,734	105
Corpus Christi	Texas	1,726	107
Miami	Fla.	1,721	108
Rochester	N. Y.	1,715	109
Erie	Pa.	1,714	110
Albuquerque	N. M.	1,711	111
Terre Haute	Ind.	1,707	112
Charleston	W. Va.	1,705	113
Wilkes-Barre	Pa.	1,699	114
Springfield	Ohio	1,694	115
Baton Rouge	La.	1,691	116
Cambridge	Mass.	1,691	116
Boston	Mass.	1,691	116
Worcester	Mass.	1,691	116
Utica	N. Y.	1,687	120
Charlotte	N. C.	1,685	121
Raleigh	N. C.	1,685	121
Reading	Pa.	1,682	123
Somerville	Mass.	1,675	124
Trenton	N. J.	1,673	125
Lubbock	Texas	1,673	125
Fort Worth	Texas	1,673	125
Racine	Wis.	1,662	128
Galveston	Texas	1,660	129
Wichita Falls	Texas	1,660	129
Greensboro	N. C.	1,656	131
Louisville	Ky.	1,647	132
Amarillo	Texas	1,647	132
Saginaw	Mich.	1,643	134
Portland	Me.	1,640	135
St. Petersburg	Fla.	1,639	136
Durham	N. C.	1,637	137
St. Joseph	Mo.	1,628	138
San Jose	Cal.	1,616	139
Pawtucket	R. I.	1,615	140
Winston-Salem	N. C.	1,607	141
Scranton	Pa.	1,605	142
Providence	R. I.	1,599	143
Kansas City	Kans.	1,592	144
Covington	Ky.	1,591	145
Huntington	W. Va.	1,589	146
Beaumont	Texas	1,579	147
Atlanta	Ga.	1,560	148
Charleston	S. C.	1,558	149
Syracuse	N. Y.	1,555	150
New Orleans	La.	1,550	151
Tampa	Fla.	1,546	152
Columbia	S. C.	1,541	153
Austin	Texas	1,540	154
Lynn	Mass.	1,539	155
Knoxville	Tenn.	1,534	156
Pontiac	Mich.	1,533	157
Grand Rapids	Mich.	1,517	158
Little Rock-North Little Rock	Ark.	1,511	159
Buffalo	N. Y.	1,503	160
Norfolk	Va.	1,496	161
Birmingham	Ala.	1,494	162
East St. Louis	Ill.	1,487	163
Camden	N. J.	1,484	164
Nashville	Tenn.	1,483	165
Jacksonville	Fla.	1,476	166
Baltimore	Md.	1,476	166
Mobile	Ala.	1,469	168
Savannah	Ga.	1,468	169
Columbus	Ga.	1,468	169
Pueblo	Colo.	1,467	171
Schenectady	N. Y.	1,467	171
Duluth	Minn.	1,456	173
Chattanooga	Tenn.	1,443	174
Manchester	N. H.	1,437	175
Binghamton	N. Y.	1,432	176
Roanoke	Va.	1,431	177
Altoona	Pa.	1,420	178
San Antonio	Texas	1,419	179
El Paso	Texas	1,419	179
San Bernardino	Cal.	1,415	181
Waco	Texas	1,406	182
Memphis	Tenn.	1,403	183
Jackson	Miss.	1,394	184
Troy	N. Y.	1,361	185
Macon	Ga.	1,317	186
Niagara Falls	N. Y.	1,308	187
New Bedford	Mass.	1,295	188
Lowell	Mass.	1,294	189
Lewistown-Auburn	Me.	1,288	190
Brockton	Mass.	1,279	191
Augusta	Ga.	1,276	192
Lawrence	Mass.	1,265	193
Montgomery	Ala.	1,246	194
Burbank	Cal.	1,246	194
Fall River	Mass.	1,234	196
Portsmouth	Va.	1,234	196
Richmond	Cal.	1,212	198
Biloxi-Gulfport	Miss.	1,092	199
Brownsville-Harlingen-McAllen	Texas	1,068	200
U. S. Per Capita Income		1,423	

Honolulu City, with a Per Capita Income of $1,816, would, if included above, carry a rank of 81.

LOOK AGAIN AT LONG BEACH, CALIFORNIA!

250,767 (U. S. CENSUS, 1950)

"... the luckiest, richest town on earth" *

* Saturday Evening Post Jan. 12, 1952



... where 2 out of 3 read the Press-Telegram

Represented Nationally by Cresmer & Woodward, Inc.

The wealth of Long Beach is reflected in:

Food store sales amounting to $78,673,000, an increase of 12% over 1950.

A $12,237,000 drug store business amounting to 20% increase over 1950.

A 1951 Effective Buying Income of $568,335,000, an increase of over 8% since 1950.

A population increase of 58% since the 1940 Census.

Get in on the ground floor and see that your business goes up with the growth of Long Beach . . . where every 2 out of 3 families read the Press-Telegram.

This newspaper has over 5 times more circulation in the Long Beach city zone than any Los Angeles newspaper and 90% greater city zone coverage than all 5 Los Angeles daily newspapers combined. Only the Press-Telegram gives adequate, big sales-producing coverage of this market. And you need no other newspaper.

LONG BEACH

Press-Telegram

LONG BEACH, CALIFORNIA

Total Retail Sales, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	TOTAL RETAIL SALES SM Estimates (in thousands)	Rank in Group	% Accumulation
New York City, N. Y.	9,356,729	1	6.1869
Chicago, Ill.	4,778,924	2	9.3468
Los Angeles, Cal.	2,629,323	3	11.0854
Detroit, Mich.	2,624,683	4	12.8209
Philadelphia, Pa.	2,387,718	5	14.3997
Washington, D. C.	1,453,386	6	15.3607
Cleveland, Ohio	1,395,065	7	16.2832
Boston, Mass.	1,254,167	8	17.1125
Baltimore, Md.	1,215,072	9	17.9159
San Francisco, Cal.	1,169,856	10	18.6894
St. Louis, Mo.	1,109,337	11	19.4230
Pittsburgh, Pa.	1,092,790	12	20.1456
Milwaukee, Wis.	903,552	13	20.7430
Houston, Texas	859,156	14	21.3111
Buffalo, N. Y.	827,799	15	21.8584
Kansas City, Mo.	806,431	16	22.3916
Minneapolis, Minn.	764,357	17	22.8970
Dallas, Texas	756,115	18	23.3970
Newark, N. J.	691,206	19	23.8540
Seattle, Wash.	691,073	20	24.3110
Cincinnati, Ohio	690,568	21	24.7676
Indianapolis, Ind.	667,295	22	25.2088
Portland, Ore.	659,861	23	25.6451
Oakland, Cal.	629,089	24	26.0611
Atlanta, Ga.	622,779	25	26.4729
Denver, Colo.	620,268	26	26.8830
New Orleans, La.	590,310	27	27.2734
Memphis, Tenn.	541,652	28	27.6317
Hempstead Township, N. Y.	506,930	29	27.9682
Columbus, Ohio	491,544	30	28.2932
San Antonio, Texas	483,379	31	28.6128
Louisville, Ky.	478,298	32	28.9290
Miami, Fla.	469,810	33	29.2397
Fort Worth, Texas	467,144	34	29.5488
Rochester, N. Y.	453,940	35	29.8488
Toledo, Ohio	439,688	36	30.1395
San Diego, Cal.	439,089	37	30.4299
St. Paul, Minn.	430,668	38	30.7147
Birmingham, Ala.	392,500	39	30.9742
Dayton, Ohio	385,825	40	31.2293
Akron, Ohio	371,607	41	31.4750
Providence, R. I.	361,777	42	31.7142
Omaha, Neb.	359,566	43	31.9519
Oklahoma City, Okla.	346,775	44	32.1812
Long Beach, Cal.	345,280	45	32.4095
Richmond, Va.	343,366	46	32.6365
Hartford, Conn.	329,069	47	32.8541
Syracuse, N. Y.	328,303	48	33.0712
Jacksonville, Fla.	301,106	49	33.2703
Worcester, Mass.	290,902	50	33.4626
Grand Rapids, Mich.	290,191	51	33.6544
Nashville, Tenn.	286,993	52	33.8441
Sacramento, Cal.	272,004	53	34.0239
Jersey City, N. J.	269,877	54	34.2023
Phoenix, Ariz.	269,604	55	34.3805
Tulsa, Okla.	268,095	56	34.5578
Norfolk, Va.	263,253	57	34.7319
Des Moines, Iowa	262,154	58	34.9053
Salt Lake City, Utah	260,904	59	35.0779
Bridgeport, Conn.	256,250	60	35.2473
Flint, Mich.	250,826	61	35.4132
New Haven, Conn.	247,698	62	35.5770
Youngstown, Ohio	244,121	63	35.7384
Wichita, Kans.	239,453	64	35.8967
Albany, N. Y.	232,504	65	36.0504
Charlotte, N. C.	232,327	66	36.2041
Springfield, Mass.	226,670	67	36.3540
Paterson, N. J.	222,649	68	36.5013
Spokane, Wash.	217,456	69	36.6451
Pasadena, Cal.	215,220	70	36.7874
Fresno, Cal.	214,770	71	36.9295
Wilmington, Del.	214,209	72	37.0711
Tampa, Fla.	204,402	73	37.2062
South Bend, Ind.	203,944	74	37.3410
Knoxville, Tenn.	201,030	75	37.4739
Trenton, N. J.	199,234	76	37.6056
Chattanooga, Tenn.	198,938	77	37.7371
Fort Wayne, Ind.	197,671	78	37.8678
Little Rock-North Little Rock, Ark.	195,509	79	37.9970
Erie, Pa.	194,847	80	38.1258
Tacoma, Wash.	188,284	81	38.2503
Shreveport, La.	188,052	82	38.3746
El Paso, Texas	183,486	83	38.4959
Lansing, Mich.	180,285	84	38.6151
Peoria, Ill.	176,331	85	38.7317
San Jose, Cal.	175,107	86	38.8475
Canton, Ohio	173,745	87	38.9624
North Hempstead Township, N. Y.	172,138	88	39.0762
Harrisburg, Pa.	171,349	89	39.1895
Gary, Ind.	166,628	90	39.2997
Reading, Pa.	166,285	91	39.4096
Camden, N. J.	165,117	92	39.5188
Allentown, Pa.	165,053	93	39.6279
Austin, Texas	164,142	94	39.7364
Evansville, Ind.	163,557	95	39.8445
Corpus Christi, Texas	163,554	96	39.9526
Passaic-Clifton, N. J.	163,304	97	40.0606
Rockford, Ill.	162,838	98	40.1683
Glendale, Cal.	158,549	99	40.2732
Scranton, Pa.	154,053	100	40.3751
St. Petersburg, Fla.	153,642	101	40.4767
Schenectady, N. Y.	153,112	102	40.5779
Mobile, Ala.	152,946	103	40.6791
Elizabeth, N. J.	151,786	104	40.7795
Utica, N. Y.	151,258	105	40.8796
Albuquerque, N. M.	150,278	106	40.9790
Charleston, W. Va.	150,037	107	41.0782
Greensboro, N. C.	148,944	108	41.1767
Amarillo, Texas	145,325	109	41.2728
Stockton, Cal.	144,922	110	41.3688
Atlantic City, N. J.	142,224	111	41.4626
Baton Rouge, La.	142,132	112	41.5566
Beaumont, Texas	141,983	113	41.6505
Yonkers, N. Y.	141,473	114	41.7440
Roanoke, Va.	139,278	115	41.8361
Springfield, Ill.	138,890	116	41.9279
Columbia, S. C.	134,869	117	42.0171
Lubbock, Texas	134,788	118	42.1062
Cambridge, Mass.	134,644	119	42.1952
Waterbury, Conn.	134,252	120	42.2839
Bakersfield, Cal.	133,300	121	42.3720
Binghamton, N. Y.	132,740	122	42.4597
Moline-East Moline-Rock Island, Ill.	132,609	123	42.5474
Saginaw, Mich.	131,657	124	42.6344
Lincoln, Neb.	129,905	125	42.7203
Madison, Wis.	129,873	126	42.8062
Duluth, Minn.	129,140	127	42.8916
Dearborn, Mich.	128,573	128	42.9767
Pontiac, Mich.	127,259	129	43.0609
Savannah, Ga.	126,802	130	43.1447
Niagara Falls, N. Y.	124,633	131	43.2271
Hammond, Ind.	124,521	132	43.3094
Lynn, Mass.	124,362	133	43.3916
Tucson, Ariz.	124,147	134	43.4737
Sioux City, Iowa	122,828	135	43.5549
Miami Beach, Fla.	122,448	136	43.6359
Montgomery, Ala.	122,188	137	43.7167
Kansas City, Kans.	121,943	138	43.7974
Santa Monica, Cal.	121,554	139	43.8777
Waco, Texas	121,357	140	43.9580
Kalamazoo, Mich.	121,041	141	44.0381
Wilkes-Barre, Pa.	120,942	142	44.1181
Jackson, Miss.	119,742	143	44.1973
Berkeley, Cal.	118,580	144	44.2757
Beverly Hills, Cal.	116,688	145	44.3529
White Plains, N. Y.	116,477	146	44.4299
Evanston, Ill.	116,454	147	44.5069
Columbus, Ga.	115,964	148	44.5838
Portland, Me.	114,540	149	44.6594
New Bedford, Mass.	113,424	150	44.7344
Greenville, S. C.	112,900	151	44.8090
Raleigh, N. C.	112,621	152	44.8835
Cedar Rapids, Iowa	112,296	153	44.9578
Davenport, Iowa	112,138	154	45.0320
Lawrence, Mass.	111,221	155	45.1056
Troy, N. Y.	110,841	156	45.1789
Fall River, Mass.	110,729	157	45.2521
Topeka, Kans.	110,588	158	45.3251
Oak Park, Ill.	110,452	159	45.3981
Quincy, Mass.	109,128	160	45.4703
Lexington, Ky.	107,653	161	45.5415
Brownsville-Harlingen-McAllen, Texas	106,879	162	45.6121
Lowell, Mass.	106,751	163	45.6827
San Bernardino, Cal.	106,613	164	45.7532
Augusta, Ga.	105,878	165	45.8232
Johnstown, Pa.	105,780	166	45.8932
Winston-Salem, N. C.	105,602	167	45.9631
Orlando, Fla.	105,078	168	46.0326
Charleston, S. C.	105,008	169	46.1021
Terre Haute, Ind.	104,869	170	46.1715
Huntington, W. Va.	103,500	171	46.2399
Springfield, Ohio	102,988	172	46.3080
Decatur, Ill.	102,468	173	46.3757
Highland Park, Mich.	100,948	174	46.4424
West Palm Beach, Fla.	100,300	175	46.5087
Racine, Wis.	100,249	176	46.5750
Lancaster, Pa.	100,006	177	46.6411
Asheville, N. C.	99,680	178	46.7070
Manchester, N. H.	99,558	179	46.7729
Wichita Falls, Texas	99,170	180	46.8385
Stamford, Conn.	99,131	181	46.9041
East St. Louis, Ill.	99,055	182	46.9696
Pawtucket, R. I.	98,716	183	47.0349
Jackson, Mich.	98,252	184	47.0999
East Orange, N. J.	97,686	185	47.1644
McKeesport, Pa.	97,634	186	47.2289
Battle Creek, Mich.	96,879	187	47.2929
Macon, Ga.	96,572	188	47.3568
Mount Vernon, N. Y.	95,972	189	47.4203
Muskegon, Mich.	95,237	190	47.4833
Joliet, Ill.	94,482	191	47.5458
Waterloo, Iowa	93,899	192	47.6079
Wheeling, W. Va.	93,848	193	47.6700
Hackensack, N. J.	93,517	194	47.7319
Springfield, Mo.	93,391	195	47.7938
Altoona, Pa.	92,383	196	47.8547
Chester, Pa.	91,579	197	47.9152
Durham, N. C.	91,212	198	47.9755
Elmira, N. Y.	90,965	199	48.0356
Modesto, Cal.	90,965	199	48.0957
Total Above Cities	72,737,720		
% of U. S. A.			48.0957

Honolulu City, with Total Retail Sales of $290,325,000, would, if included above, carry a rank of 51.

Now 1952 Data for 1952 Use in the New 15-Market Consumer Analysis

BUYING HABITS AND BRAND PREFERENCE OF 2,000,000 FAMILIES ACROSS THE NATION

Consumer Analysis surveys were again conducted by newspapers in 15 metropolitan markets in 1952. All surveys were co-ordinated on a close time schedule to bring you the "Consolidated Report" early this year with current data from all markets.

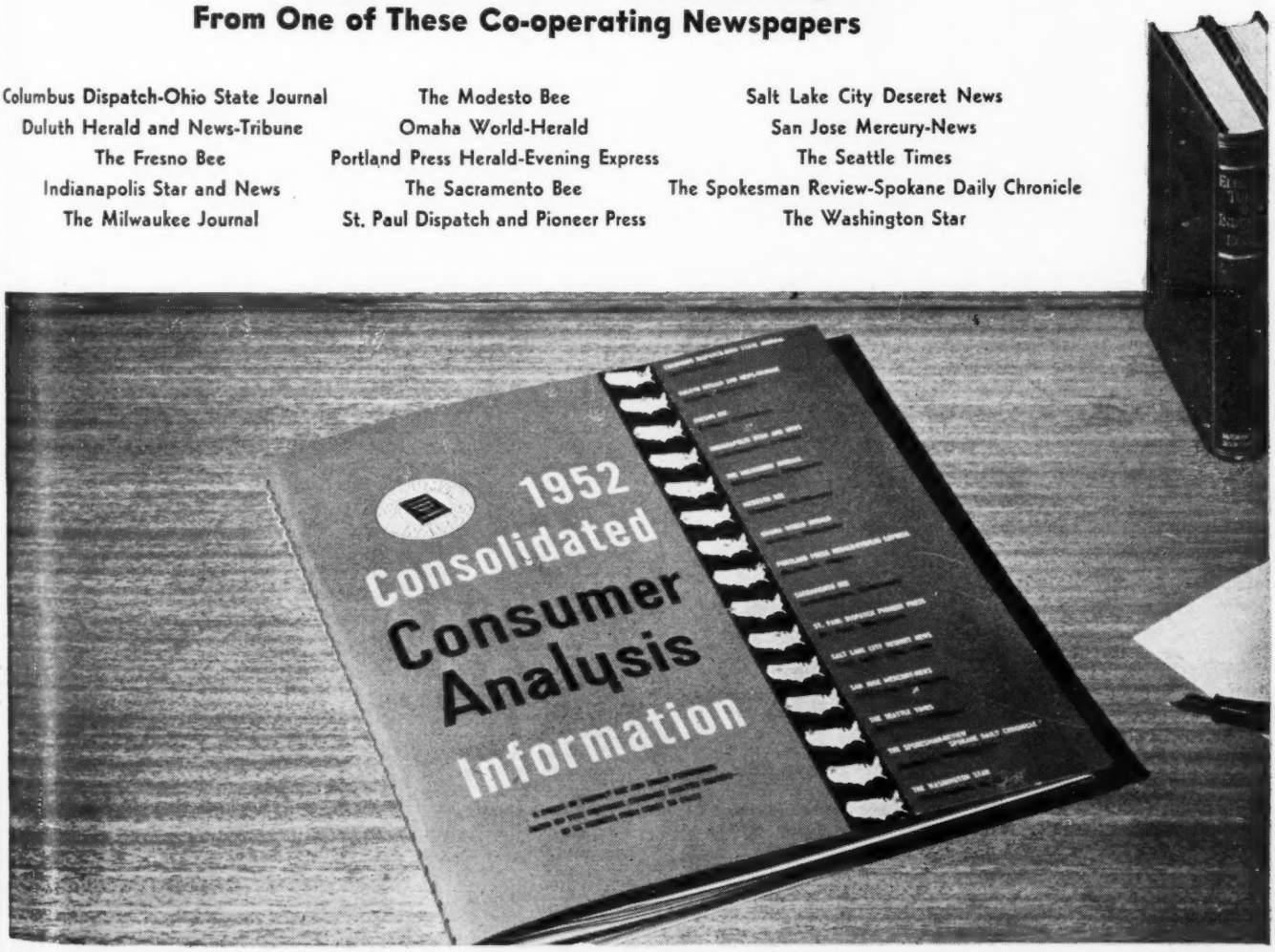
All information has been compiled since January 1, 1952. All surveys used identical questions to obtain comparable data on buying habits, brand preference and product usage in 150 product classifications. More than 1,400 brands are listed. The survey sample included over 37,000 families in the 15 metropolitan areas where retail sales exceed seven billion dollars.

One convenient 172-page digest gives you this timely information, with side-by-side tabulations for the 15 markets showing comparative brand position and product use in each market.

Subjects covered include family income, grocery products, soap and detergents, toiletries, foundation garments, home ownership, home heating, appliances, painting, carpets and rugs, television receivers, pipe tobacco, gasoline, oil, spark plugs, alcoholic beverages, soft drinks, cigars, cigarettes, automobile repairs, antifreeze, tires, surgical bandages.

Get Your Copy of the 1952 "Consolidated Report" From One of These Co-operating Newspapers

Columbus Dispatch-Ohio State Journal	The Modesto Bee	Salt Lake City Deseret News
Duluth Herald and News-Tribune	Omaha World-Herald	San Jose Mercury-News
The Fresno Bee	Portland Press Herald-Evening Express	The Seattle Times
Indianapolis Star and News	The Sacramento Bee	The Spokesman Review-Spokane Daily Chronicle
The Milwaukee Journal	St. Paul Dispatch and Pioneer Press	The Washington Star



Food Store Sales, 200 Leading Cities

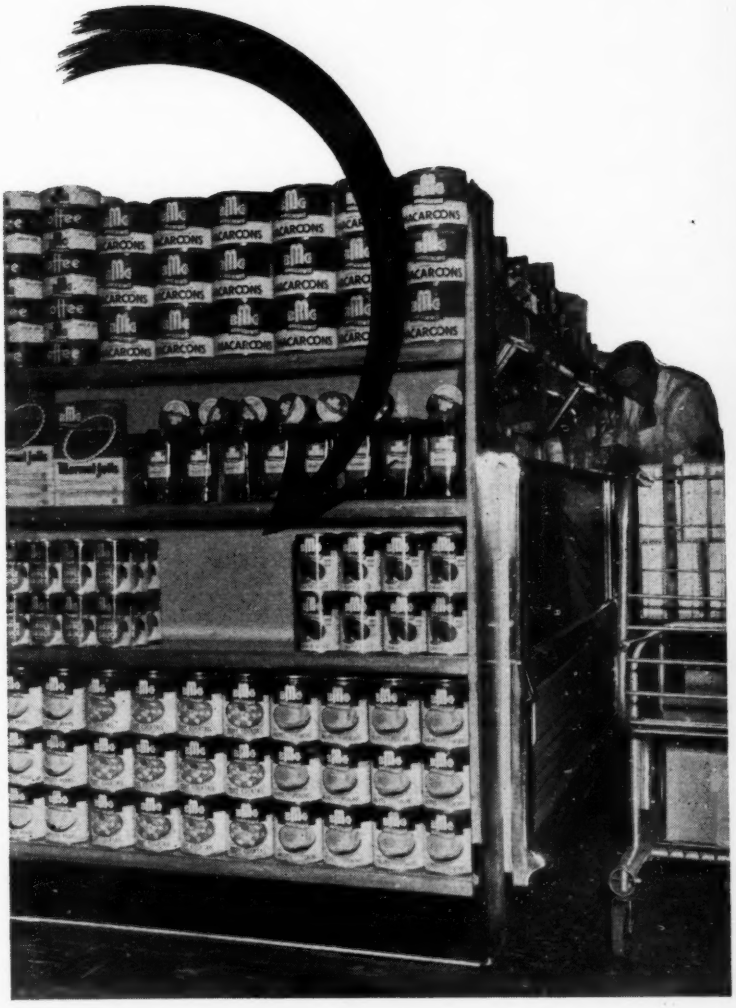
SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	FOOD STORE SALES SM Estimates (in thousands)	Rank in Group	% Accumulation
New York City, N. Y.	2,561,426	1	7.0287
Chicago, Ill.	955,333	2	9.6501
Los Angeles, Cal.	582,681	3	11.2490
Detroit, Mich.	549,377	4	12.7565
Philadelphia, Pa.	544,628	5	14.2510
Cleveland, Ohio	339,009	6	15.1813
Baltimore, Md.	314,313	7	16.0438
Washington, D. C.	292,827	8	16.8473
Boston, Mass.	270,244	9	17.5888
San Francisco, Cal.	249,288	10	18.2729
St. Louis, Mo.	248,145	11	18.9538
Pittsburgh, Pa.	247,876	12	19.6340
Buffalo, N. Y.	198,415	13	20.1785
Milwaukee, Wis.	195,800	14	20.7157
Houston, Texas	188,669	15	21.2335
Cincinnati, Ohio	159,743	16	21.6718
Hempstead Township, N. Y.	159,006	17	22.1081
Minneapolis, Minn.	148,316	18	22.5151
Newark, N. J.	145,900	19	22.9155
Seattle, Wash.	135,961	20	23.2885
Oakland, Cal.	135,633	21	23.6607
Indianapolis, Ind.	132,193	22	24.0235
Kansas City, Mo.	131,406	23	24.3840
Portland, Ore.	129,966	24	24.7407
New Orleans, La.	123,388	25	25.0783
Dallas, Texas	119,400	26	25.4069
Denver, Colo.	115,304	27	25.7233
Louisville, Ky.	111,457	28	26.0291
San Antonio, Texas	108,359	29	26.3265
Rochester, N. Y.	105,695	30	26.6165
Columbus, Ohio	102,883	31	26.8988
Toledo, Ohio	100,620	32	27.1749
Memphis, Tenn.	97,641	33	27.4429
Atlanta, Ga.	95,573	34	27.7051
Akron, Ohio	93,715	35	27.9623
San Diego, Cal.	92,520	36	28.2161
Jersey City, N. J.	90,092	37	28.4634
St. Paul, Minn.	87,656	38	28.7039
Miami, Fla.	86,998	39	28.9426
Dayton, Ohio	85,589	40	29.1775
Syracuse, N. Y.	81,791	41	29.4019
Birmingham, Ala.	81,037	42	29.6243
Providence, R. I.	80,545	43	29.8453
Fort Worth, Texas	79,233	44	30.0627
Long Beach, Cal.	78,673	45	30.2786
Worcester, Mass.	75,142	46	30.4848
Omaha, Neb.	72,208	47	30.6829
Bridgeport, Conn.	68,773	48	30.8717
Richmond, Va.	68,649	49	31.0600
Jacksonville, Fla.	67,544	50	31.2454
Grand Rapids, Mich.	65,690	51	31.4256
Hartford, Conn.	63,523	52	31.6000
Flint, Mich.	62,954	53	31.7727
Youngstown, Ohio	62,185	54	31.9433
Oklahoma City, Okla.	61,259	55	32.1114
Norfolk, Va.	57,494	56	32.2692
New Haven, Conn.	56,314	57	32.4237
Sacramento, Cal.	52,827	58	32.5687
Tulsa, Okla.	52,284	59	32.7121
Springfield, Mass.	52,154	60	32.8553
Albany, N. Y.	52,133	61	32.9983
Nashville, Tenn.	51,360	62	33.1392
Trenton, N. J.	50,306	63	33.2773
Salt Lake City, Utah	49,076	64	33.4120
Erie, Pa.	48,985	65	33.5484
Yonkers, N. Y.	48,910	66	33.6806
Des Moines, Iowa	48,007	67	33.8123
Paterson, N. J.	47,476	68	33.9426
North Hempstead Township, N. Y.	46,731	69	34.0708
Wilmington, Del.	44,969	70	34.1942
Wichita, Kans.	44,647	71	34.3167
Camden, N. J.	44,028	72	34.4375
Canton, Ohio	41,816	73	34.5523
Passaic-Clifton, N. J.	41,679	74	34.6667
Phoenix, Ariz.	41,392	75	34.7802
Fort Wayne, Ind.	41,220	76	34.8934
Gary, Ind.	41,193	77	35.0064
Spokane, Wash.	41,126	78	35.1192
Charlotte, N. C.	40,715	79	35.2310
Elizabeth, N. J.	40,225	80	35.3413
Lansing, Mich.	40,177	81	35.4516
Chattanooga, Tenn.	40,046	82	35.5615
Pasadena, Cal.	39,442	83	35.6697
Lynn, Mass.	39,104	84	35.7770
Tacoma, Wash.	38,943	85	35.8839
Utica, N. Y.	38,586	86	35.9898
South Bend, Ind.	38,211	87	36.0946
Berkeley, Cal.	38,101	88	36.1992
Peoria, Ill.	38,028	89	36.3035
Scranton, Pa.	38,004	90	36.4078
Glendale, Cal.	37,072	91	36.5095
Schenectady, N. Y.	37,003	92	36.6111
Fresno, Cal.	36,997	93	36.7126
Rockford, Ill.	36,737	94	36.8134
San Jose, Cal.	36,376	95	36.9132
Shreveport, La.	36,199	96	37.0125
Evansville, Ind.	35,934	97	37.1111
Tampa, Fla.	35,530	98	37.2086
New Bedford, Mass.	35,356	99	37.3056
Knoxville, Tenn.	35,200	100	37.4022
Little Rock-North Little Rock, Ark.	34,860	101	37.4979
Waterbury, Conn.	34,723	102	37.5931
Quincy, Mass.	34,620	103	37.6881
Reading, Pa.	34,551	104	37.7830
El Paso, Texas	34,515	105	37.8777
White Plains, N. Y.	34,119	106	37.9713
Cambridge, Mass.	33,981	107	38.0645
Corpus Christi, Texas	33,799	108	38.1573
Saginaw, Mich.	33,685	109	38.2497
Austin, Texas	33,680	110	38.3421
Allentown, Pa.	33,262	111	38.4334
Mount Vernon, N. Y.	32,954	112	38.5238
Mobile, Ala.	32,773	113	38.6138
Pontiac, Mich.	32,282	114	38.7023
Kansas City, Kans.	32,129	115	38.7905
Fall River, Mass.	32,062	116	38.8785
Lowell, Mass.	31,309	117	38.9644
Moline-East Moline-Rock Island, Ill.	31,269	118	39.0502
Atlantic City, N. J.	30,603	119	39.1342
Harrisburg, Pa.	30,545	120	39.2180
Roanoke, Va.	30,520	121	39.3017
Niagara Falls, N. Y.	30,346	122	39.3850
Beaumont, Texas	30,249	123	39.4680
Savannah, Ga.	30,215	124	39.5509
McKeesport, Pa.	30,200	125	39.6338
Albuquerque, N. M.	30,153	126	39.7165
Charleston, W. Va.	30,001	127	39.7989
Richmond, Cal.	29,973	128	39.8811
Binghamton, N. Y.	29,949	129	39.9633
Duluth, Minn.	29,851	130	40.0452
Manchester, N. H.	29,700	131	40.1267
Portland, Me.	29,642	132	40.2080
Lawrence, Mass.	29,592	133	40.2892
Dearborn, Mich.	29,286	134	40.3696
Troy, N. Y.	28,234	135	40.4471
Chester, Pa.	27,645	136	40.5229
Stockton, Cal.	27,445	137	40.5883
Poughkeepsie, N. Y.	27,032	138	40.6724
Altoona, Pa.	27,022	139	40.7466
Newburgh-Beacon, N. Y.	26,642	140	40.8197
Springfield, Ill.	26,472	141	40.8923
Baton Rouge, La.	26,144	142	40.9641
Santa Monica, Cal.	26,022	143	41.0355
Racine, Wis.	26,021	144	41.1069
Hammond, Ind.	25,650	145	41.1773
Somerville, Mass.	25,592	146	41.2475
Columbus, Ga.	25,445	147	41.3173
Hackensack, N. J.	25,339	148	41.3868
Madison, Wis.	25,206	149	41.4560
East Orange, N. J.	25,110	150	41.5249
Stamford, Conn.	24,969	151	41.5934
Springfield, Ohio	24,952	152	41.6619
Kalamazoo, Mich.	24,892	153	41.7302
Cleveland Heights, Ohio	24,814	154	41.7983
Amarillo, Texas	24,745	155	41.8662
Oyster Bay Township, N. Y.	24,704	156	41.9340
East St. Louis, Ill.	24,595	157	42.0015
New Britain, Conn.	24,423	158	42.0685
Alexandria, Va.	24,407	159	42.1355
Brockton, Mass.	24,357	160	42.2023
Evanston, Ill.	23,983	161	42.2681
Pawtucket, R. I.	23,906	162	42.3337
Tucson, Ariz.	23,709	163	42.3988
Montgomery, Ala.	23,605	164	42.4638
Bayonne, N. J.	23,250	165	42.5273
Joliet, Ill.	23,224	166	42.5911
Muskegon, Mich.	23,219	167	42.6548
Waco, Texas	23,180	168	42.7184
Burbank, Cal.	23,105	169	42.7818
Plainfield, N. J.	22,947	170	42.8447
Union City, N. J.	22,943	171	42.9077
Charleston, S. C.	22,850	172	42.9704
Bethlehem, Pa.	22,805	173	43.0330
Oak Park, Ill.	22,799	174	43.0955
Sioux City, Iowa	22,746	175	43.1580
Johnstown, Pa.	22,739	176	43.2204
Wilkes-Barre, Pa.	22,652	177	43.2825
Columbia, S. C.	22,351	178	43.3438
Jackson, Mich.	22,345	179	43.4052
San Bernardino, Cal.	22,169	180	43.4660
Topeka, Kans.	21,998	181	43.5264
Battle Creek, Mich.	21,936	182	43.5866
Covington, Ky.	21,929	183	43.6467
Augusta, Ga.	21,772	184	43.7065
Decatur, Ill.	21,733	185	43.7661
Newton, Mass.	21,688	186	43.8256
St. Petersburg, Fla.	21,550	187	43.8848
Greensboro, N. C.	21,489	188	43.9437
Lancaster, Pa.	21,324	189	44.0022
Huntington, W. Va.	21,220	190	44.0605
Lincoln, Neb.	21,139	191	44.1185
Upper Darby, Pa.	20,917	192	44.1759
Irvington, N. J.	20,899	193	44.2332
Warren, Ohio	20,747	194	44.2901
Hamilton, Ohio	20,647	195	44.3468
Macon, Ga.	20,644	196	44.4034
Greenville, S. C.	20,449	197	44.4596
Winston-Salem, N. C.	20,343	198	44.5154
New Rochelle, N. Y.	20,221	199	44.5709
Holyoke, Mass.	20,214	200	44.6263
Total Above Cities	16,263,027		
% of U. S. A.			44.6263

Honolulu City, with Food Sales of $87,121,000, would, if included above, carry a rank of 39.

Brand?

SHE DIDN'T SEE YOUR BRAND, BECAUSE IT WAS NOT ON THE GONDOLA!



Yes, your consumer campaign was very effective—you convinced the housewife with repeated sales messages. But at the point-of-purchase when she tried to make your advertising pay off, your brand wasn't there.

You relied on one sales impact—your sales force—to sell the most important of all links in your sales chain, the retail grocer. He is a very busy fellow concerned with 3,000 to 4,000 grocery items to buy in addition to managerial problems. It's hard to impress him with only one sales tool.

Your brand would have been in that empty spot on the gondola and Mrs. Shopper would have bought it if you had rounded out your campaign by backing up your sales force with another powerful selling tool—

The Major Food Market Trade Papers custom-made to help you sell America's two most important markets.

YANKEE FOOD MERCHANT

MBP

The newspaper of the NEW ENGLAND Food Market

New England
376 Boylston St., Boston 16, Mass.

PACIFIC COAST
Monadnock Bldg., San Francisco 5, Calif.

FOOD TRADE PAPERS

America's two most important markets

A BILL BROTHERS PUBLICATION

General Merchandise Store Sales, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	GEN'L MDSE. STORE SALES SM Estimates (in thousands)	Rank in Group	% Accumulation
Chicago, Ill.	1,099,530	1	6.1053
New York City, N. Y.	986,265	2	11.5817
Philadelphia, Pa.	473,382	3	14.2103
Los Angeles, Cal.	420,218	4	16.5436
Detroit, Mich.	400,427	5	18.7671
Pittsburgh, Pa.	304,691	6	20.4589
Boston, Mass.	296,325	7	22.1043
Cleveland, Ohio	256,562	8	23.5289
Baltimore, Md.	239,724	9	24.8600
Washington, D. C.	218,762	10	26.0747
Kansas City, Mo.	217,181	11	27.2807
St. Louis, Mo.	204,543	12	28.4164
Atlanta, Ga.	174,970	13	29.3880
Milwaukee, Wis.	170,259	14	30.3334
Dallas, Texas	168,447	15	31.2687
Minneapolis, Minn.	161,454	16	32.1652
Buffalo, N. Y.	152,078	17	33.0097
San Francisco, Cal.	151,632	18	33.8516
Portland, Ore.	143,160	19	34.6465
Seattle, Wash.	139,177	20	35.4193
Newark, N. J.	135,524	21	36.1719
Denver, Colo.	131,646	22	36.0929
Memphis, Tenn.	129,394	23	37.6213
Fort Worth, Texas	125,485	24	38.3181
Cincinnati, Ohio	121,534	25	38.9930
Indianapolis, Ind.	119,037	26	39.6539
Oakland, Cal.	118,492	27	40.3119
Houston, Texas	118,219	28	40.9683
St. Paul, Minn.	115,249	29	41.6082
New Orleans, La.	103,425	30	42.1825
Columbus, Ohio	84,541	31	42.6520
San Antonio, Texas	73,477	32	43.0600
Rochester, N. Y.	71,336	33	43.4561
Akron, Ohio	68,932	34	43.8388
Toledo, Ohio	68,785	35	44.2208
Dayton, Ohio	67,863	36	44.5976
Hartford, Conn.	66,836	37	44.9687
Richmond, Va.	66,382	38	45.3373
Louisville, Ky.	63,793	39	45.6915
Birmingham, Ala.	63,722	40	46.0453
Miami, Fla.	55,705	41	46.3547
Oklahoma City, Okla.	53,859	42	46.6537
Menands, N. Y.	51,735	43	46.9410
San Diego, Cal.	51,111	44	47.2248
Providence, R. I.	50,308	45	47.5041
Salt Lake City, Utah	50,160	46	47.7827
Greensboro, N. C.	49,262	47	48.0562
Syracuse, N. Y.	49,236	48	48.3296
Pasadena, Cal.	46,987	49	48.5905
Omaha, Neb.	45,657	50	48.8440
Long Beach, Cal.	45,035	51	49.0941
Grand Rapids, Mich.	44,650	52	49.3420
Nashville, Tenn.	44,149	53	49.5871
Des Moines, Iowa	41,782	54	49.8191
Youngstown, Ohio	38,563	55	50.0333
Spokane, Wash.	37,600	56	50.2421
Phoenix, Ariz.	37,001	57	50.4475
Tulsa, Okla.	36,954	58	50.6527
Knoxville, Tenn.	36,339	59	50.8545
Charlotte, N. C.	36,090	60	51.0549
Jacksonville, Fla.	36,051	61	51.2551
St. Petersburg, Fla.	35,700	62	51.4533
Sacramento, Cal.	35,541	63	51.6506
Little Rock-North Little Rock, Ark.	35,359	64	51.8470
Fort Wayne, Ind.	34,915	65	52.0408
Worcester, Mass.	33,735	66	52.2282
Peoria, Ill.	33,697	67	52.4153
South Bend, Ind.	33,364	68	52.6005
El Paso, Texas	32,999	69	52.7838
Wichita, Kans.	32,951	70	52.9667
Tampa, Fla.	32,720	71	53.1484
Springfield, Mass.	30,397	72	53.3172
Wilkes-Barre, Pa.	30,149	73	53.4846
Allentown, Pa.	28,883	74	53.6450
Paterson, N. J.	28,511	75	53.8033
Bridgeport, Conn.	28,222	76	53.9600
Johnstown, Pa.	27,985	77	54.1154
Harrisburg, Pa.	27,425	78	54.2677
Trenton, N. J.	27,408	79	54.4199
Gary, Ind.	27,385	80	54.5719
Chattanooga, Tenn.	26,785	81	54.7207
Flint, Mich.	25,577	82	54.8627
Erie, Pa.	25,384	83	55.0036
Lansing, Mich.	25,182	84	55.1435
Binghamton, N. Y.	25,130	85	55.2830
San Jose, Cal.	24,949	86	55.4215
Norfolk, Va.	24,771	87	55.5591
Charleston, W. Va.	23,315	88	55.6885
Hempstead Township, N. Y.	23,141	89	55.8170
Tacoma, Wash.	23,078	90	55.9452
Reading, Pa.	22,795	91	56.0717
Scranton, Pa.	22,540	92	56.1969
Sioux City, Iowa	22,534	93	56.3220
Fresno, Cal.	22,412	94	56.4465
Jackson, Miss.	22,379	95	56.5707
Canton, Ohio	22,310	96	56.6946
Baton Rouge, La.	22,229	97	56.8180
Lincoln, Neb.	22,079	98	56.9406
Hammond, Ind.	21,567	99	57.0604
Rockford, Ill.	21,234	100	57.1783
Evansville, Ind.	20,907	101	57.2944
Highland Park, Mich.	20,776	102	57.4098
New Haven, Conn.	20,609	103	57.5242
Terre Haute, Ind.	20,592	104	57.6385
Cambridge, Mass.	20,590	105	57.7529
Pontiac, Mich.	20,432	106	57.8663
Bakersfield, Cal.	20,361	107	57.9794
Glendale, Cal.	20,226	108	58.0917
Lubbock, Texas	20,208	109	58.2039
Mobile, Ala.	20,180	110	58.3159
Shreveport, La.	19,931	111	58.4266
Evanston, Ill.	19,838	112	58.5368
Dearborn, Mich.	19,759	113	58.6465
Davenport, Iowa	19,757	114	58.7562
Corpus Christi, Texas	19,638	115	58.8652
Beaumont, Texas	18,935	116	58.9704
Tucson, Ariz.	18,560	117	59.0734
Greenville, S. C.	18,490	118	59.1761
Wheeling, W. Va.	18,272	119	59.2776
Schenectady, N. Y.	18,246	120	59.3789
Augusta, Ga.	17,971	121	59.4787
Lancaster, Pa.	17,773	122	59.5773
Springfield, Ill.	17,720	123	59.6757
Waco, Texas	17,616	124	59.7736
Asheville, N. C.	17,563	125	59.8711
Oak Park, Ill.	17,499	126	59.9682
Madison, Wis.	17,361	127	60.0646
Warren, Pa.	17,313	128	60.1608
Austin, Texas	17,216	129	60.2564
Albany, N. Y.	17,015	130	60.3508
Moline-East Moline-Rock Island, Ill.	16,929	131	60.4448
Decatur, Ill.	16,849	132	60.5384
Joliet, Ill.	16,498	133	60.6300
Brownsville-Harlingen-McAllen, Texas	16,447	134	60.7213
Camden, N. J.	16,413	135	60.8125
Winston-Salem, N. C.	16,107	136	60.9019
Roanoke, Va.	15,979	137	60.9906
San Bernardino, Cal.	15,941	138	61.0792
Cedar Rapids, Iowa	15,905	139	61.1675
Utica, N. Y.	15,896	140	61.2557
Montgomery, Ala.	15,807	141	61.3435
Muskegon, Mich.	15,678	142	61.4306
Raleigh, N. C.	15,657	143	61.5178
Orlando, Fla.	15,594	144	61.6041
Saginaw, Mich.	15,535	145	61.6903
York, Pa.	15,521	146	61.7765
Savannah, Ga.	15,501	147	61.8626
Lexington, Ky.	15,409	148	61.9482
Columbia, S. C.	15,389	149	62.0336
Wilmington, Del.	15,377	150	62.1190
Inglewood, Cal.	15,311	151	62.2040
Elizabeth, N. J.	15,140	152	62.2881
Duluth, Minn.	14,996	153	62.3714
Santa Monica, Cal.	14,800	154	62.4535
Waterloo, Iowa	14,799	155	62.5357
Eugene, Ore.	14,691	156	62.6173
Macon, Ga.	14,664	157	62.6987
Niagara Falls, N. Y.	14,522	158	62.7793
Albuquerque, N. M.	14,507	159	62.8599
Stockton, Cal.	14,467	160	62.9402
Columbus, Ga.	14,366	161	63.0200
Kansas City, Kans.	14,331	162	63.0998
Boise, Idaho	14,257	163	63.1787
Huntington, W. Va.	14,153	164	63.2573
Portland, Ore.	13,959	165	63.3348
Durham, N. C.	13,507	166	63.4098
Dubuque, Iowa	13,472	167	63.4846
Altoona, Pa.	13,174	168	63.5578
Pueblo, Colo.	13,015	169	63.6301
Lima, Ohio	12,978	170	63.7021
Topeka, Kans.	12,937	171	63.7740
Green Bay, Wis.	12,908	172	63.8456
Jackson, Mich.	12,732	173	63.9163
Springfield, Ohio	12,673	174	63.9867
Mansfield, Ohio	12,550	175	64.0564
Sioux Falls, S. D.	12,475	176	64.1256
New Bedford, Mass.	12,428	177	64.1947
Springfield, Mo.	12,299	178	64.2629
Poughkeepsie, N. Y.	12,169	179	64.3305
Sheboygan, Wis.	12,094	180	64.3977
Battle Creek, Mich.	11,990	181	64.4642
Kalamazoo, Mich.	11,961	182	64.5307
Spartanburg, S. C.	11,871	183	64.5966
Champaign-Urbana, Ill.	11,762	184	64.6619
Union City, N. J.	11,642	185	64.7265
Newport News, Va.	11,629	186	64.7911
Abilene, Texas	11,498	187	64.8550
Elgin, Ill.	11,386	188	64.9182
Aurora, Ill.	11,365	189	64.9813
Yakima, Wash.	11,346	190	65.0443
East St. Louis, Ill.	11,335	191	65.1072
Wichita Falls, Texas	11,113	192	65.1689
Lynchburg, Va.	11,065	193	65.2304
Charleston, S. C.	11,039	194	65.2917
Danville, Ill.	10,977	195	65.3526
Salem, Ore.	10,894	196	65.4131
Hackensack, N. J.	10,598	197	65.4720
Amarillo, Texas	10,595	198	65.5308
Modesto, Cal.	10,481	199	65.5890
Fargo, N. D.	10,417	200	65.6468
Total Above Cities	11,822,554		
% of U. S. A.			65.6468

Editor's Note: About one-quarter of the syndicate mail order sales are credited to Chicago.

Honolulu City, with General Merchandise Sales of $36,583,000, would, if included above, carry a rank of 59.

FIRST ON ALL SCHEDULES FOR 1952 AND EVERY YEAR

BOOT AND SHOE RECORDER

"NATIONAL VOICE OF THE TRADE"

THE NO. 1 PUBLICATION OF THE SHOE, LEATHER AND ALLIED INDUSTRIES

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BOOT AND SHOE RECORDER

A CHILTON PUBLICATION

100 EAST 42ND ST. NEW YORK 17, N. Y.

NBP NAMP ABC

Furniture-Household-Radio Store Sales, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	FURN.-HOUSE.-RADIO STORE SALES SM Estimates (In thousands)	Rank in Group	% Accumulation
New York City, N. Y.	599,982	1	7.6207
Chicago, Ill.	225,535	2	10.4606
Los Angeles, Cal.	188,762	3	12.8525
Philadelphia, Pa.	137,085	4	14.5895
Detroit, Mich.	125,153	5	16.1754
San Francisco, Cal.	84,857	6	17.2507
St. Louis, Mo.	75,945	7	18.2130
Cleveland, Ohio	72,707	8	19.1343
Washington, D. C.	72,170	9	20.0488
Baltimore, Md.	64,321	10	20.8639
Boston, Mass.	62,952	11	21.6616
Houston, Texas	58,266	12	22.3999
Newark, N. J.	51,547	13	23.0531
Oakland, Cal.	49,702	14	23.6829
Milwaukee, Wis.	48,777	15	24.3010
Pittsburgh, Pa.	48,250	16	24.9124
Buffalo, N. Y.	46,382	17	25.5001
Minneapolis, Minn.	41,329	18	26.0238
Dallas, Texas	40,901	19	26.5421
Kansas City, Kans.	38,605	20	27.0313
Indianapolis, Ind.	37,133	21	27.5018
Cincinnati, Ohio	35,373	22	27.9500
Miami, Fla.	34,599	23	28.3885
Seattle, Wash.	34,590	24	28.8268
Portland, Ore.	34,438	25	29.2631
New Orleans, La.	32,928	26	29.6804
San Diego, Cal.	32,087	27	30.0870
Hempstead Township, N. Y.	31,831	28	30.4903
Denver, Colo.	31,408	29	30.8883
Rochester, N. Y.	28,591	30	31.2506
Long Beach, Cal.	28,042	31	31.6059
Atlanta, Ga.	27,919	32	31.9597
Columbus, Ohio	26,228	33	32.2921
San Antonio, Texas	26,153	34	32.6235
Louisville, Ky.	25,954	35	32.9523
Memphis, Tenn.	25,599	36	33.2767
Omaha, Neb.	24,168	37	33.5830
Birmingham, Ala.	24,151	38	33.8890
Toledo, Ohio	24,007	39	34.1932
Sacramento, Cal.	22,474	40	34.4780
Richmond, Va.	21,794	41	34.7542
Phoenix, Ariz.	21,498	42	34.0266
Oklahoma City, Okla.	21,412	43	35.2979
Salt Lake City, Utah	20,917	44	35.5629
Fort Worth, Texas	20,334	45	35.8206
Providence, R. I.	20,036	46	36.0745
Jersey City, N. J.	19,180	47	36.3175
Paterson, N. J.	19,018	48	36.5585
Dayton, Ohio	18,850	49	36.7974
Wilmington, Del.	18,126	50	37.0271
Worcester, Mass.	17,944	51	37.2544
St. Paul, Minn.	17,606	52	37.4775
Hartford, Conn.	17,500	53	37.6993
Nashville, Tenn.	17,378	54	37.9195
Norfolk, Va.	17,091	55	38.1361
Jacksonville, Fla.	16,909	56	38.3503
Camden, N. J.	16,664	57	38.5615
Syracuse, N. Y.	16,614	58	38.7720
Grand Rapids, Mich.	16,606	59	38.9824
Bridgeport, Conn.	16,469	60	39.1911
New Haven, Conn.	16,209	61	39.3965
Springfield, Mass.	15,999	62	39.5992
Knoxville, Tenn.	15,874	63	39.8004
Tulsa, Okla.	15,867	64	40.0014
Akron, Ohio	15,656	65	40.1987
Pasadena, Cal.	14,982	66	40.3885
Wichita, Kans.	14,950	67	40.5780
Passaic-Clifton, N. J.	14,797	68	40.7655
Des Moines, Iowa	14,770	69	40.9526
Flint, Mich.	14,516	70	41.1366
Albany, N. Y.	14,302	71	41.3178
Fresno, Cal.	13,873	72	41.4936
Allentown, Pa.	13,832	73	41.6689
Chattanooga, Tenn.	13,754	74	41.8431
South Bend, Ind.	13,607	75	42.0156
Reading, Pa.	13,564	76	42.1874
Erie, Pa.	12,993	77	42.3521
Tampa, Fla.	12,842	78	42.5148
Peoria, Ill.	12,398	79	42.6719
Youngstown, Ohio	12,357	80	42.8285
Harrisburg, Pa.	12,286	81	42.9842
Albuquerque, N. M.	12,246	82	43.1393
Shreveport, La.	12,094	83	43.2926
El Paso, Texas	12,029	84	43.4450
San Jose, Cal.	12,003	85	43.5971
Canton, Ohio	11,916	86	43.7481
Fort Wayne, Ind.	11,897	87	43.8989
Scranton, Pa.	11,854	88	44.0491
Roanoke, Va.	11,820	89	44.1989
Charlotte, N. C.	11,756	90	44.3478
Beverly Hills, Cal.	11,679	91	44.4958
Stockton, Cal.	11,551	92	44.6422
Trenton, N. J.	11,440	93	44.7871
Corpus Christi, Texas	11,406	94	44.9317
McKeesport, Pa.	11,123	95	45.0726
Tacoma, Wash.	11,077	96	45.2130
Fall River, Mass.	10,927	97	45.3514
Charleston, W. Va.	10,789	98	45.4882
Rockford, Ill.	10,412	99	45.6201
Spokane, Wash.	10,384	100	45.7517
Evansville, Ind.	10,340	101	45.8827
Tucson, Ariz.	10,178	102	46.0117
Greensboro, N. C.	9,996	103	46.1383
Elizabeth, N. J.	9,810	104	46.2626
Baton Rouge, La.	9,800	105	46.3868
Glendale, Cal.	9,788	106	46.5108
Beaumont, Texas	9,712	107	46.6339
Bakersfield, Cal.	9,629	108	46.7559
Little Rock-North Little Rock, Ark.	9,502	109	46.8763
Binghamton, N. Y.	9,448	110	46.9961
Amarillo, Texas	9,387	111	47.1150
Wilkes-Barre, Pa.	9,367	112	47.2337
North Hempstead Township, N. Y.	8,914	113	47.3467
Gary, Ind.	8,845	114	47.4587
Utica, N. Y.	8,725	115	47.5693
Waterbury, Conn.	8,724	116	47.6798
Troy, N. Y.	8,683	117	47.7899
Yonkers, N. Y.	8,665	118	47.8997
Austin, Texas	8,628	119	47.0090
Manchester, N. H.	8,554	120	48.1174
White Plains, N. Y.	8,534	121	48.2255
Mobile, Ala.	8,441	122	48.3324
Savannah, Ga.	8,344	123	48.4382
Lawrence, Mass.	8,329	124	48.5438
Greenville, S. C.	8,318	125	48.6492
Charleston, S. C.	8,288	126	48.7542
Mount Vernon, N. Y.	8,180	127	48.8578
Springfield, Ill.	8,153	128	48.9611
St. Petersburg, Fla.	8,098	129	49.0638
Santa Monica, Cal.	8,069	130	49.1660
Columbus, Ga.	8,044	131	49.2679
Kalamazoo, Mich.	7,946	132	49.3686
Altoona, Pa.	7,910	133	49.4689
New Brunswick, N. J.	7,821	134	49.5680
Lansing, Mich.	7,727	135	49.6659
Cedar Rapids, Iowa	7,672	136	49.7631
Chester, Pa.	7,652	137	49.8600
Duluth, Minn.	7,639	138	49.9568
Schenectady, N. Y.	7,629	139	50.0535
Pontiac, Mich.	7,560	140	50.1493
Atlantic City, N. J.	7,547	141	50.2449
Lubbock, Texas	7,501	142	50.3400
Lancaster, Pa.	7,387	143	50.4336
Hackensack, N. J.	7,302	144	50.5261
Wheeling, W. Va.	7,293	145	50.6185
Columbia, S. C.	7,282	146	50.7108
Raleigh, N. C.	7,274	147	50.8030
Portland, Me.	7,230	148	50.8946
Jackson, Miss.	7,222	149	50.9861
Montgomery, Ala.	7,170	150	51.0770
Santa Ana, Cal.	7,141	151	51.1674
Perth Amboy, N. J.	7,114	152	51.2770
Hamtramck, Mich.	7,099	153	51.3470
Waterloo, Iowa	7,051	154	51.4369
Waco, Texas	7,013	155	51.5158
San Bernardino, Cal.	6,950	156	51.6130
Alhambra, Cal.	6,903	157	51.7013
Topeka, Kans.	6,874	158	51.7884
Stamford, Conn.	6,850	159	51.8752
Inglewood, Cal.	6,836	160	51.9618
Pawtucket, R. I.	6,811	161	52.0481
York, Pa.	6,808	162	52.1344
West Palm Beach, Fla.	6,729	163	52.2197
Eugene, Ore.	6,688	164	52.3044
Spartanburg, S. C.	6,592	165	52.3886
Racine, Wis.	6,592	165	52.4715
New Bedford, Mass.	6,570	167	52.5547
Winston-Salem, N. C.	6,565	168	52.6371
Huntington Park, Cal.	6,539	169	52.7206
Hammond, Ind.	6,533	170	52.8036
Dearborn, Mich.	6,496	171	52.8869
Colorado Springs, Colo.	6,426	172	52.9673
Durham, N. C.	6,396	173	53.0484
Orlando, Fla.	6,375	174	53.1291
Saginaw, Mich.	6,352	175	53.2096
Johnstown, Pa.	6,325	176	53.2899
Kansas City, Kans.	6,318	177	53.3698
Galveston, Texas	6,295	178	53.4496
Evanston, Ill.	6,268	179	53.5296
Monroe-West Monroe, La.	6,240	180	53.6081
Berkeley, Cal.	6,230	181	53.6870
Madison, Wis.	6,215	182	53.7659
Davenport, Iowa	6,213	183	53.8446
New Rochelle, N. Y.	6,172	184	53.9227
Niagara Falls, N. Y.	6,137	185	54.0004
Brownsville-Harlingen-McAllen, Texas	6,033	186	54.0769
Plainfield, N. J.	6,025	187	54.1533
Huntington, W. Va.	6,016	188	54.2295
Newport News, Va.	6,002	189	54.3056
Springfield, Ohio	5,988	190	54.3814
Braddock, Pa.	5,979	191	54.4572
Wichita Falls, Texas	5,910	192	54.5321
Uniontown, Pa.	5,906	193	54.6069
Cambridge, Mass.	5,895	194	54.6816
Springfield, Mo.	5,885	195	54.7562
Easton, Pa.	5,833	196	54.8301
East Orange, N. J.	5,820	197	54.9039
Moline-East Moline-Rock Island, Ill.	5,801	198	54.9774
Green Bay, Wis.	5,798	199	55.0506
Decatur, Ill.	5,753	200	55.1237
Total Above Cities	4,350,202		
% of U. S. A.			55.1237

Honolulu City, with F.-H.-R Store Sales of $16,416,000, would, if included above, carry a rank of 61.





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With more people earning and spending more money, New York is the biggest and best market pie in the U. S. . . . and you get the best and biggest serving in The News! Read by two-thirds of city families, and more in the suburbs than any other medium, The News delivers more customers, turns up turnover, gives advertisers the largest buying power in the largest market. For more pie and profits . . . phone The News advertising department!

Automotive Store Sales, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	AUTOMOTIVE STORE SALES SM Estimates (In thousands)	Rank in Group	% Accumulation
New York City, N. Y.	735,238	1	2.7434
Chicago, Ill.	603,554	2	4.9954
Detroit, Mich.	601,020	3	7.2380
Los Angeles, Cal.	462,096	4	8.9622
Philadelphia, Pa.	256,870	5	9.9207
Washington, D. C.	212,343	6	10.7130
Cleveland, Ohio	206,020	7	11.4817
Houston, Texas	179,717	8	12.1523
San Francisco, Cal.	173,983	9	12.8015
St. Louis, Mo.	171,535	10	13.4415
Baltimore, Md.	157,143	11	14.0279
Dallas, Texas	156,926	12	14.6134
Milwaukee, Wis.	152,454	13	15.1823
Indianapolis, Ind.	140,901	14	15.7080
Minneapolis, Minn.	140,205	15	16.2312
Buffalo, N. Y.	139,989	16	16.7535
Portland, Ore.	130,598	17	17.2408
Pittsburgh, Pa.	127,669	18	17.7172
Kansas City, Mo.	123,038	19	18.1763
Memphis, Tenn.	119,379	20	18.6217
Atlanta, Ga.	119,195	21	19.0665
Seattle, Wash.	117,719	22	19.5057
Denver, Colo.	115,150	23	19.9354
Cincinnati, Ohio	112,650	24	20.3557
Boston, Mass.	105,972	25	20.7511
Oakland, Cal.	101,979	26	21.1316
Miami, Fla.	93,474	27	21.4804
Hempstead Township, N. Y.	92,029	28	21.8238
San Antonio, Texas	91,803	29	22.1663
Columbus, Texas	91,761	30	22.5087
Toledo, Ohio	90,298	31	22.8456
San Diego, Cal.	89,226	32	23.1786
Louisville, Ky.	88,814	33	23.5100
Oklahoma City, Okla.	85,669	34	23.8296
Birmingham, Ala.	85,094	35	24.1471
Omaha, Neb.	83,630	36	24.4592
Fort Worth, Texas	83,102	37	24.7693
Rochester, N. Y.	83,027	38	25.0791
Newark, N. J.	77,468	39	25.3681
Akron, Ohio	73,768	40	25.6434
New Orleans, La.	71,632	41	25.9106
Long Beach, Cal.	68,998	42	26.1681
St. Paul, Minn.	66,818	43	26.4174
Jacksonville, Fla.	66,332	44	26.6649
Tulsa, Okla.	66,220	45	26.9120
Dayton, Ohio	66,176	46	27.1589
Des Moines, Iowa	58,088	47	27.3757
Providence, R. I.	57,993	48	27.5921
Flint, Mich.	57,857	49	27.8079
Syracuse, N. Y.	57,794	50	28.0236
Nashville, Tenn.	57,606	51	28.2385
Phoenix, Ariz.	56,659	52	28.4500
Sacramento, Cal.	54,324	53	28.6526
Wichita, Kans.	54,169	54	28.8548
Richmond, Va.	51,874	55	29.0483
Shreveport, La.	50,597	56	29.2371
Hartford, Conn.	48,696	57	29.4188
Little Rock-North Little Rock, Ark.	46,742	58	29.5932
Norfolk, Va.	46,427	59	29.7665
Grand Rapids, Mich.	46,102	60	29.3985
Spokane, Wash.	45,675	61	30.1089
Youngstown, Ohio	45,146	62	30.2774
Charlotte, N. C.	44,913	63	30.4449
Salt Lake City, Utah	43,979	64	30.6090
Tampa, Fla.	43,947	65	30.7730
Albany, N. Y.	43,469	66	30.9352
Tacoma, Wash.	43,207	67	31.0964
Lansing, Mich.	42,742	68	31.2559
Pasadena, Cal.	42,423	69	31.4142
Glendale, Cal.	42,411	70	31.5725
Worcester, Mass.	42,386	71	31.7306
Fresno, Cal.	41,264	72	31.8846
Corpus Christi, Texas	40,557	73	32.0359
South Bend, Ind.	39,933	74	32.1849
El Paso, Texas	39,900	75	32.3338
Lubbock, Texas	39,817	76	32.4824
Knoxville, Tenn.	39,297	77	32.6290
Chattanooga, Tenn.	37,985	78	32.7707
Fort Wayne, Ind.	37,644	79	32.9112
Bridgeport, Conn.	37,580	80	32.0514
New Haven, Conn.	37,455	81	33.1912
Wilmington, Del.	37,205	82	33.3300
Amarillo, Texas	35,150	83	33.4611
Springfield, Mass.	35,086	84	33.5921
Oak Park, Ill.	34,810	85	33.7219
Columbia, S. C.	34,620	86	33.8511
Kansas City, Kans.	33,577	87	33.9764
Austin, Texas	32,991	88	34.0995
Dearborn, Mich.	32,979	89	34.2226
Paterson, N. J.	32,606	90	34.3442
Peoria, Ill.	32,311	91	34.4648
Mobile, Ala.	32,130	92	34.5847
Jackson, Miss.	31,428	93	34.7019
Charleston, W. Va.	31,275	94	34.8186
Beaumont, Texas	31,004	95	34.9343
Erie, Pa.	30,780	96	35.0492
Highland Park, Mich.	30,717	97	35.1638
Springfield, Ill.	30,528	98	35.2777
San Jose, Cal.	30,399	99	35.3911
Harrisburg, Pa.	30,183	100	35.5037
Stockton, Cal.	29,940	101	35.6155
Moline-East Moline-Rock Island, Ill.	29,812	102	35.7267
Bakersfield, Cal.	29,647	103	35.8373
Allentown, Pa.	29,610	104	35.9478
North Hempstead Township, N. Y.	29,559	105	36.0581
Rockford, Ill.	29,502	106	36.1682
Waco, Texas	29,323	107	36.2776
Evansville, Ind.	29,289	108	36.3869
Columbus, Ga.	29,139	109	36.4956
West Palm Beach, Fla.	28,440	110	36.6017
Camden, N. J.	28,403	111	36.7077
Baton Rouge, La.	28,163	112	36.8128
Evanston, Ill.	27,950	113	36.9171
Elizabeth, N. J.	27,856	114	37.0210
Albuquerque, N. M.	27,757	115	37.1246
Trenton, N. J.	27,292	116	37.2264
Schenectady, N. Y.	27,175	117	37.3278
Jersey City, N. J.	26,924	118	37.4283
Santa Monica, Cal.	26,813	119	37.5283
Binghamton, N. Y.	26,524	120	37.6273
Greenville, S. C.	26,258	121	37.7253
Wichita Falls, Texas	26,128	122	37.8228
Brownsville-Harlingen-McAllen, Texas	26,073	123	37.9200
Reading, Pa.	25,869	124	38.0168
Burbank, Cal.	25,569	125	38.1120
Orlando, Fla.	25,505	126	38.2071
Charleston, S. C.	25,475	127	38.3022
Montgomery, Ala.	25,475	127	38.3972
Pontiac, Mich.	25,448	129	38.4922
Utica, N. Y.	25,029	130	38.5856
Hammond, Ind.	24,911	131	38.6785
Abilene, Texas	24,910	132	38.7715
Raleigh, N. C.	24,593	133	38.8633
Beverly Hills, Cal.	24,512	134	38.9547
Duluth, Minn.	24,512	134	39.0462
Huntington Park, Cal.	24,491	136	39.1376
Spartanburg, S. C.	24,484	137	39.2289
Stamford, Conn.	24,403	138	39.3200
Canton, Ohio	24,401	139	39.4110
Kalamazoo, Mich.	24,247	140	39.5015
Cambridge, Mass.	24,073	141	39.5913
Greensboro, N. C.	23,974	142	39.6808
Monroe-West Monroe, La.	23,928	143	39.7700
Cedar Rapids, Iowa	23,766	144	39.8587
Salem, Ore.	23,712	145	39.9472
Savannah, Ga.	23,634	146	40.0354
Springfield, Mo.	23,004	147	40.1212
Gary, Ind.	22,995	148	40.2070
Roanoke, Va.	22,928	149	40.2928
San Bernardino, Cal.	22,859	150	40.3779
Waterbury, Conn.	22,855	151	40.4631
White Plains, N. Y.	22,709	152	40.5479
Terre Haute, Ind.	22,677	153	40.6325
Alhambra, Cal.	22,531	154	40.7168
St. Petersburg, Fla.	22,377	155	40.8001
Yonkers, N. Y.	22,363	156	40.8835
East Orange, N. J.	22,267	157	40.9668
Lincoln, Neb.	22,250	158	41.0496
Decatur, Ill.	22,193	159	41.1324
Irvington, N. J.	22,069	160	41.2148
Tucson, Ariz.	22,054	161	41.2971
Sioux City, Iowa	21,953	162	41.3770
Yakima, Wash.	21,830	163	41.4604
Madison, Wis.	21,798	164	41.5418
Sioux Falls, S. D.	21,798	164	41.6231
Davenport, Iowa	21,696	166	41.7040
Saginaw, Mich.	21,686	167	41.7850
Battle Creek, Mich.	21,438	168	41.8650
Modesto, Cal.	21,415	169	41.9449
Lakewood, Ohio	21,404	170	42.0247
Huntington, W. Va.	21,362	171	42.1044
Troy, N. Y.	21,210	172	42.1838
Eugene, Ore.	21,180	173	42.2628
Fort Smith, Ark.	21,171	174	42.3418
Tyler, Texas	21,033	175	42.4201
East St. Louis, Ill.	20,893	176	42.4980
Topeka, Kans.	20,831	177	42.5758
Augusta, Ga.	20,727	178	42.6531
Passaic-Clifton, N. J.	20,712	179	42.7304
Berkeley, Cal.	20,324	180	42.8062
Springfield, Ohio	20,284	181	42.8819
Winston-Salem, N. C.	19,811	182	42.9569
Aurora, Ill.	19,779	183	43.0296
Macon, Ga.	19,764	184	43.1034
Scranton, Pa.	19,717	185	43.1769
Pensacola, Fla.	19,320	186	43.2490
Ferndale, Mich.	19,176	187	43.3206
Jackson, Mich.	19,134	188	43.3919
Asheville, N. C.	19,106	189	43.4633
Niagara Falls, N. Y.	19,084	190	43.5345
Lynn, Mass.	19,011	191	43.6054
Cicero, Ill.	18,977	192	43.6762
New Rochelle, N. Y.	18,820	193	43.7464
Mount Vernon, N. Y.	18,392	194	43.8151
Pawtucket, R. I.	18,334	195	43.8835
Portland, Me.	18,299	196	43.9518
Elmira, N. Y.	18,243	197	44.0199
San Angelo, Texas	18,199	198	44.0877
Joliet, Ill.	18,183	199	44.1555
Kankakee, Ill.	18,110	200	44.2232
Total Above Cities	11,851,952		
% of U. S. A.			44.2232

Honolulu City, with $42,636,000 Automotive Store Sales, would, if included above, carry a rank of 69.

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Drug Store Sales, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	DRUG STORE SALES SM Estimates (in thousands)	Rank in Group	% Accumulation
New York City, N. Y.	233,267	1	5.2489
Chicago, Ill.	144,685	2	8.5046
Detroit, Mich.	111,130	3	11.0052
Los Angeles, Cal.	97,455	4	13.1981
Washington, D. C.	64,766	5	14.6554
Philadelphia, Pa.	62,346	6	16.0583
Kansas City, Mo.	43,524	7	17.0377
Cleveland, Ohio	41,572	8	17.9731
Baltimore, Md.	41,236	9	18.9010
St. Louis, Mo.	35,732	10	19.7050
Boston, Mass.	33,444	11	20.4576
San Francisco, Cal.	33,390	12	21.2089
Indianapolis, Ind.	29,207	13	21.8661
Pittsburgh, Pa.	28,369	14	22.5045
Houston, Texas	26,115	15	23.0921
Minneapolis, Minn.	25,535	16	23.6666
Denver, Colo.	25,288	17	24.2357
New Orleans, La.	25,043	18	24.7992
Milwaukee, Wis.	23,526	19	25.3286
Dallas, Texas	23,442	20	25.8561
Miami, Fla.	22,461	21	26.3615
Louisville, Ky.	21,663	22	26.8489
Buffalo, N. Y.	20,879	23	27.3787
Seattle, Wash.	19,934	24	27.7673
Cincinnati, Ohio	19,610	25	28.2086
Atlanta, Ga.	19,381	26	28.2447
Oakland, Cal.	17,139	27	29.0303
Newark, N. J.	16,543	28	29.4026
Columbus, Ohio	15,495	29	29.7512
Memphis, Tenn.	15,330	30	30.0962
San Antonio, Texas	15,230	31	30.4389
Fort Worth, Texas	14,848	32	30.7730
San Diego, Cal.	14,438	33	31.0979
Dayton, Ohio	14,387	34	31.4216
Toledo, Ohio	13,990	35	31.7364
Portland, Ore.	13,444	36	32.0389
Grand Rapids, Mich.	13,100	37	32.3337
Oklahoma City, Okla.	13,024	38	32.6266
Richmond, Va.	12,616	39	32.9106
Omaha, Neb.	12,263	40	33.1866
Long Beach, Cal.	12,237	41	33.4619
St. Paul, Minn.	12,222	42	33.7369
Jacksonville, Fla.	12,101	43	34.0092
Hempstead Township, N. Y.	11,212	44	34.2605
Rochester, N. Y.	10,692	45	34.5021
Hartford, Conn.	10,410	46	34.7363
Providence, R. I.	10,369	47	34.9697
Akron, Ohio	10,160	48	35.1983
Flint, Mich.	10,062	49	35.4247
Birmingham, Ala.	9,803	50	35.6453
Sacramento, Cal.	9,766	51	35.8650
Salt Lake City, Utah	9,249	52	36.0731
Tulsa, Okla.	9,063	53	36.2771
Norfolk, Va.	9,001	54	36.4796
Phoenix, Ariz.	8,871	55	36.6792
Syracuse, N. Y.	8,734	56	36.8758
Bridgeport, Conn.	8,424	57	37.0653
Wichita, Kans.	8,373	58	37.2537
Des Moines, Iowa	8,239	59	37.4391
Nashville, Tenn.	7,925	60	37.6174
Jersey City, N. J.	7,611	61	37.7887
Springfield, Mass.	7,489	62	37.9572
Tampa, Fla.	7,430	63	38.1244
Mobile, Ala.	7,388	64	38.2906
Miami Beach, Fla.	7,375	65	38.4566
New Haven, Conn.	7,317	66	38.6212
Fresno, Cal.	7,274	67	38.7849
Little Rock-North Little Rock, Ark.	6,934	68	38.9409
Shreveport, La.	6,850	69	39.0951
Pasadena, Cal.	6,840	70	39.2490
Austin, Texas	6,764	71	39.4012
Charlotte, N. C.	6,756	72	39.5532
Spokane, Wash.	6,728	73	39.7046
Worcester, Mass.	6,670	74	39.8547
El Paso, Texas	6,601	75	40.0032
Fort Wayne, Ind.	6,574	76	40.1512
Harrisburg, Pa.	6,361	77	40.2943
Evansville, Ind.	6,332	78	40.4368
Knoxville, Tenn.	6,156	79	40.5753
South Bend, Ind.	6,028	80	40.7109
Madison, Wis.	5,959	81	40.8450
San Jose, Cal.	5,944	82	40.9788
Baton Rouge, La.	5,782	83	41.1089
Chattanooga, Tenn.	5,760	84	41.2385
Tucson, Ariz.	5,586	85	41.3642
Corpus Christi, Texas	5,466	86	41.4872
Youngstown, Ohio	5,450	87	41.6098
Wilmington, Del.	5,432	88	41.7320
Reno, Nev.	5,426	89	41.8541
Lansing, Mich.	5,424	90	41.9762
Kansas City, Kans.	5,417	91	42.0981
Lubbock, Texas	5,342	92	42.2183
Glendale, Cal.	5,328	93	42.3382
Peoria, Ill.	5,326	94	42.4580
Albuquerque, N. M.	5,320	95	42.5777
Tacoma, Wash.	5,272	96	42.6963
Springfield, Ill.	5,203	97	42.8134
Amarillo, Texas	5,135	98	42.9290
St. Joseph, Mo.	5,123	99	43.0442
Santa Monica, Cal.	5,072	100	43.1584
Rockford, Ill.	5,036	101	43.2717
Gary, Ind.	5,035	102	43.3850
Berkeley, Cal.	5,031	103	43.4982
Paterson, N. J.	4,985	104	43.6104
St. Petersburg, Fla.	4,775	105	43.7178
Ann Arbor, Mich.	4,769	106	43.8251
Lincoln, Neb.	4,710	107	43.9311
Saginaw, Mich.	4,708	108	44.0370
Beverly Hills, Cal.	4,698	109	44.1428
Kalamazoo, Mich.	4,644	110	44.2472
Atlantic City, N. J.	4,570	111	44.3501
Columbia, S. C.	4,485	112	44.4510
Lexington, Ky.	4,467	113	44.5515
Beaumont, Texas	4,428	114	44.6512
Moline-East Moline-Rock Island, Ill.	4,415	115	44.7505
New Bedford, Mass.	4,368	116	44.8488
Canton, Ohio	4,363	117	44.9470
Jackson, Mich.	4,332	118	45.0444
Roanoke, Va.	4,199	119	45.1389
Trenton, N. J.	4,193	120	45.2333
Highland Park, Mich.	4,121	121	45.3260
Orlando, Fla.	4,084	122	45.4179
Savannah, Ga.	4,081	123	45.5097
Cedar Rapids, Iowa	4,071	124	45.6013
Schenectady, N. Y.	4,050	125	45.6925
Albany, N. Y.	4,024	126	45.7830
Charleston, W. Va.	4,024	126	45.8736
Waterbury, Conn.	3,947	128	45.9624
Pontiac, Mich.	3,944	129	46.0511
Sioux City, Iowa	3,934	130	46.1396
San Bernardino, Cal.	3,931	131	46.2281
Erie, Pa.	3,903	132	46.3159
Cambridge, Mass.	3,886	133	46.4034
Duluth, Minn.	3,865	134	46.4903
Battle Creek, Mich.	3,829	135	46.5765
Dearborn, Mich.	3,815	136	46.6623
Reading, Pa.	3,796	137	46.7478
Elizabeth, N. J.	3,794	138	46.8331
Evanston, Ill.	3,791	139	46.9184
Pawtucket, R. I.	3,746	140	47.0027
Raleigh, N. C.	3,740	141	47.0869
Newton, Mass.	3,684	142	47.1698
Lawrence, Mass.	3,676	143	47.2526
Springfield, Mo.	3,627	144	47.3341
Asheville, N. C.	3,625	145	47.4157
Colorado Springs, Colo.	3,602	146	47.4967
Upper Darby, Pa.	3,594	147	47.5776
North Hempstead Township, N. Y.	3,586	148	47.6583
Binghamton, N. Y.	3,572	149	47.7387
Lynn, Mass.	3,537	150	47.8182
Montgomery, Ala.	3,536	151	47.8978
Muskegon, Mich.	3,531	152	47.9773
Fall River, Mass.	3,525	153	48.0566
Galveston, Texas	3,514	154	48.1357
Jackson, Miss.	3,496	155	48.2143
Terre Haute, Ind.	3,489	156	48.2928
Greenville, S. C.	3,488	157	48.3713
Wichita Falls, Texas	3,474	158	48.4495
Winston-Salem, N. C.	3,472	159	48.5276
Springfield, Ohio	3,468	160	48.6056
Camden, N. J.	3,467	161	48.6837
Topeka, Kans.	3,453	162	48.7614
East Rochester, N. Y.	3,449	163	48.8390
Huntington, W. Va.	3,388	164	48.9152
Stockton, Cal.	3,377	165	48.9911
Yonkers, N. Y.	3,363	166	49.0669
Champaign-Urbana, Ill.	3,354	167	49.1423
Davenport, Iowa	3,344	168	49.2176
Utica, N. Y.	3,330	169	49.2925
Alexandria, Va.	3,323	170	49.3673
Oak Park, Ill.	3,311	171	49.4418
Charleston, S. C.	3,303	172	49.5161
Racine, Wis.	3,256	173	49.5894
Waco, Texas	3,250	174	49.6625
West Palm Beach, Fla.	3,205	175	49.7346
Brownsville-Harlingen-McAllen, Texas	3,177	176	49.8061
Niagara Falls, N. Y.	3,164	177	49.8773
Greensboro, N. C.	3,154	178	49.9483
Lakewood, Ohio	3,126	179	50.0186
Burbank, Cal.	3,084	180	50.0880
Joliet, Ill.	3,082	181	50.1574
Durham, N. C.	3,080	182	50.2267
Quincy, Mass.	3,071	183	50.2958
Macon, Ga.	3,059	184	50.3646
Allentown, Pa.	3,055	185	50.4333
Augusta, Ga.	3,048	186	50.5019
Benton Harbor-St. Joseph, Mich.	3,043	187	50.5704
Scranton, Pa.	3,013	188	50.6382
Columbus, Ga.	3,008	189	50.7059
Bay City, Mich.	2,997	190	50.7733
Cleveland Heights, Ohio	2,948	191	50.8397
Pasco-Kennewick-Richland, Wash.	2,942	192	50.9058
Inglewood, Cal.	2,931	193	50.9718
Bakersfield, Cal.	2,919	194	51.0375
Brookline, Mass.	2,848	195	51.1016
Portland, Me.	2,839	196	51.1655
Fort Lauderdale, Fla.	2,836	197	51.2293
Holyoke, Mass.	2,833	198	51.2930
Lynchburg, Va.	2,823	199	51.3565
Somerville, Mass.	2,808	200	51.4197
Lowell, Mass.	2,808	200	51.4829
Total Above Cities	2,287,957		
% of U. S. A.			51.4829

Honolulu City, with Drug Store Sales of $10,490,000, would, if included above, carry a rank of 46.

TOP COVERAGE

...to deliver your sales pitch in the Far West!





You cover all the bases when you buy NBC Pacific Coast Network—the only network that delivers top coverage—83.5% of all radio homes in this great mass market!

Soap . . . soup . . . insurance . . . automobiles—whatever your product or service—if it has *mass* appeal, your most effective advertising medium for reaching the great Western market is NBC Pacific Coast Network.

In this rich, fast-growing area where 98% of all homes are radio homes, 83.5% of these homes listen regularly to NBC Pacific Coast Network, and costs-per-thousand are lower than those of any other network serving the Far West.

The great states of Oregon, Washington and California now have the highest per capita income of any region of the U. S. A. Estimated retail sales for 1952 will run over 16 *billion* dollars! To get your share of these dollars—buy time now on NBC Pacific Coast Network. Consult your NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

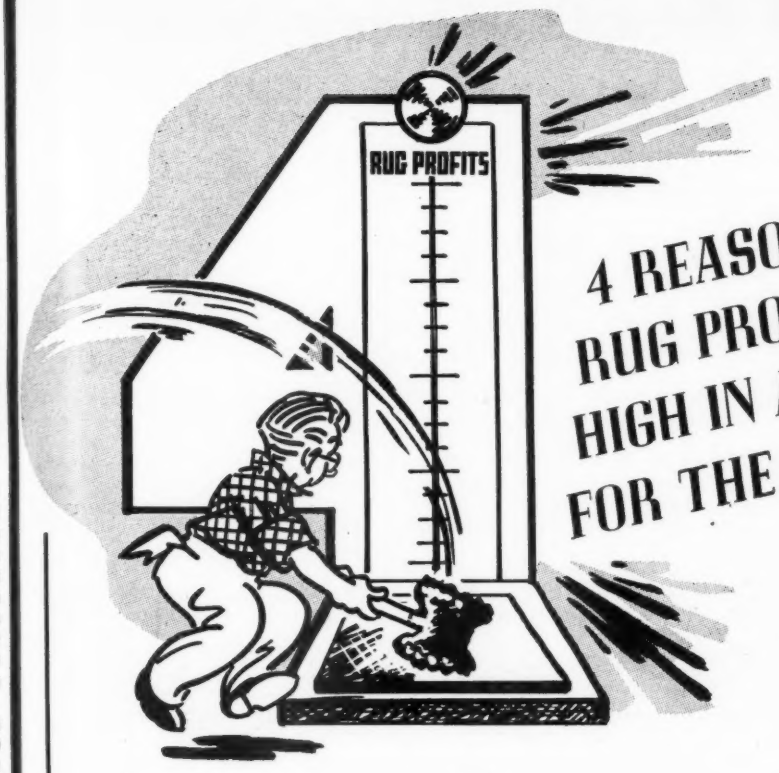
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Sales of Merchant Wholesalers, 200 Leading Cities

SM Estimates, 1951, for the 200 cities leading in this category

CITY and STATE	WHOLESALE SALES SM Estimates (In thousands)	Rank in Group	% Accumulation
New York City, N. Y.	18,208,722	1	20.3779
Chicago, Ill.	5,411,882	2	26.4345
Philadelphia, Pa.	2,362,943	3	29.0790
Boston, Mass.	2,228,520	4	31.5730
Los Angeles, Cal.	2,092,077	5	33.9143
San Francisco, Cal.	1,776,978	6	35.9029
Detroit, Mich.	1,542,338	7	37.6290
Cleveland, Ohio	1,474,414	8	39.2791
St. Louis, Mo.	1,452,752	9	40.9050
Minneapolis, Minn.	1,272,362	10	42.3290
Memphis, Tenn.	1,171,874	11	43.6405
Kansas City, Mo.	1,105,702	12	44.8780
Houston, Texas	1,012,112	13	46.0107
Pittsburgh, Pa.	1,000,200	14	47.1301
Dallas, Texas	933,315	15	48.1746
Baltimore, Md.	888,453	16	49.1689
Cincinnati, Ohio	784,544	17	50.0469
Newark, N. J.	769,795	18	50.9084
Seattle, Wash.	742,005	19	51.7388
New Orleans, La.	719,456	20	52.5440
Milwaukee, Wis.	714,002	21	53.3431
Portland, Ore.	685,592	22	54.1103
Buffalo, N. Y.	680,516	23	54.8719
Atlanta, Ga.	645,429	24	55.5943
Indianapolis, Ind.	566,568	25	56.2283
Washington, D. C.	559,980	26	56.8549
Denver, Colo.	554,950	27	57.4760
Omaha, Neb.	532,087	28	58.0715
Louisville, Ky.	481,007	29	58.6098
Columbus, Ohio	471,488	30	59.1375
St. Paul, Minn.	380,150	31	59.5629
Birmingham, Ala.	378,945	32	59.9870
Fort Worth, Texas	369,804	33	60.4009
Oakland, Cal.	366,082	34	60.8106
Richmond, Va.	364,866	35	61.2189
Des Moines, Iowa	330,766	36	61.5890
Toledo, Ohio	322,022	37	61.9494
Charlotte, N. C.	314,253	38	62.3011
San Antonio, Texas	305,100	39	62.6425
Miami, Fla.	302,713	40	62.9813
Providence, R. I.	300,925	41	63.3180
Rochester, N. Y.	299,546	42	63.6532
Oklahoma City, Okla.	298,603	43	63.9874
Jacksonville, Fla.	291,432	44	64.3136
Nashville, Tenn.	275,986	45	64.6225
Salt Lake City, Utah	270,767	46	64.9256
Syracuse, N. Y.	244,436	47	65.1991
Albany, N. Y.	239,142	48	65.4667
Jersey City, N. J.	236,681	49	65.7316
Wichita, Kans.	232,326	50	65.9916
New Haven, Conn.	227,771	51	66.2465
Norfolk, Va.	223,147	52	66.4963
Hartford, Conn.	221,373	53	66.7440
Duluth, Minn.	220,663	54	66.9912
Grand Rapids, Mich.	199,322	55	67.2143
Spokane, Wash.	197,513	56	67.4354
Chattanooga, Tenn.	192,429	57	67.6507
Dayton, Ohio	191,904	58	67.8654
Tulsa, Okla.	190,055	59	68.0781
Shreveport, La.	189,383	60	68.2900
Tacoma, Wash.	188,708	61	68.5012
Tampa, Fla.	187,196	62	68.7107
Sacramento, Cal.	185,582	63	68.9183
Sioux City, Iowa	185,298	64	69.1256
Hutchinson, Kans.	184,114	65	69.3317
Little Rock-North Little Rock, Ark.	183,315	66	69.5369
Charleston, W. Va.	182,757	67	69.7414
Worcester, Mass.	181,090	68	69.9441
San Diego, Cal.	177,437	69	70.1427
Akron, Ohio	168,248	70	70.3310
Knoxville, Tenn.	162,179	71	70.5125
Fresno, Cal.	159,526	72	70.6910
Phoenix, Ariz.	153,712	73	70.8630
Springfield, Mass.	152,763	74	71.0340
El Paso, Texas	143,144	75	71.1942
Columbia, S. C.	139,724	76	71.3506
Youngstown, Ohio	132,185	77	71.4985
Peoria, Ill.	131,886	78	71.6461
Harrisburg, Pa.	129,800	79	71.7914
Cambridge, Mass.	128,528	80	71.9352
Amarillo, Texas	127,163	81	72.0775
Portland, Me.	126,794	82	72.2194
Canton, Ohio	123,276	83	72.3574
Bridgeport, Conn.	118,917	84	72.4905
Montgomery, Ala.	117,874	85	72.6224
Long Beach, Cal.	115,223	86	72.7513
Evansville, Ind.	114,956	87	72.8800
Paterson, N. J.	114,356	88	73.0080
Jackson, Miss.	114,156	89	73.1357
Scranton, Pa.	113,336	90	73.2625
Fort Wayne, Ind.	110,372	91	73.3860
Waco, Texas	105,650	92	73.5042
Madison, Wis.	105,624	93	73.6224
Mobile, Ala.	105,069	94	73.7400
Sioux Falls, S. D.	104,940	95	73.8574
Savannah, Ga.	104,444	96	73.9743
Huntington, W. Va.	104,036	97	74.0908
Greensboro, N. C.	103,517	98	74.2068
Corpus Christi, Texas	101,161	99	74.3198
St. Joseph, Mo.	100,105	100	74.4319
South Bend, Ind.	98,279	101	74.5419
Roanoke, Va.	96,577	102	74.6500
Reading, Pa.	94,302	103	74.7555
Stockton, Cal.	94,029	104	74.8608
Saginaw, Mich.	90,878	105	74.9625
Utica, N. Y.	90,464	106	75.0638
Green Bay, Wis.	89,524	107	75.1640
Cedar Rapids, Iowa	87,726	108	75.2622
Fargo, N. D.	87,490	109	75.3601
Raleigh, N. C.	85,447	110	75.4557
Springfield, Ill.	84,749	111	75.5505
Camden, N. J.	84,351	112	75.6449
Wilkes-Barre, Pa.	83,964	113	75.7388
Passaic-Clifton, N. J.	83,493	114	75.8322
Flint, Mich.	81,873	115	75.9239
Rockford, Ill.	81,160	116	76.0148
Springfield, Mo.	81,016	117	76.1054
Decatur, Ill.	80,565	118	76.1955
Binghamton, N. Y.	79,145	119	76.2841
Allentown, Pa.	78,140	120	76.3716
Erie, Pa.	77,435	121	76.4583
Wheeling, W. Va.	75,593	122	76.5429
San Jose, Cal.	75,495	123	76.6273
South St. Paul, Minn.	75,396	124	76.7116
Wilmington, Del.	74,988	125	76.7955
Lexington, Ky.	74,795	126	76.8792
Terre Haute, Ind.	74,779	127	76.9629
Yonkers, N. Y.	74,546	128	77.0463
Lansing, Mich.	73,970	129	77.1290
Albuquerque, N. M.	73,410	130	77.2112
Trenton, N. J.	72,170	131	77.2920
Beaumont, Texas	71,367	132	77.3719
Kansas City, Kans.	70,458	133	77.4508
Charleston, S. C.	68,822	134	77.5279
Billings, Mont.	68,743	135	77.6048
Lubbock, Texas	68,340	136	77.6813
Greenville, S. C.	67,935	137	77.7573
Winston-Salem, N. C.	65,669	138	77.8308
Monroe-West Monroe, La.	65,432	139	77.9040
Wichita Falls, Texas	64,878	140	77.9766
Boise, Idaho	64,784	141	78.0491
Bakersfield, Cal.	64,638	142	78.1215
Davenport, Iowa	64,078	143	78.1933
Austin, Texas	63,647	144	78.2645
Augusta, Ga.	63,289	145	78.3353
York, N. Y.	62,906	146	78.4057
Moline-East Moline-Rock Island, Ill.	62,270	147	78.4754
Baton Rouge, La.	61,619	148	78.5444
Enid, Okla.	60,753	149	78.6124
Spartanburg, S. C.	60,037	150	78.6796
Topeka, Kans.	58,752	151	78.7451
Elizabeth, N. J.	58,182	152	78.8102
Fall River, Mass.	57,063	153	78.8740
Lawrence, Mass.	56,553	154	78.9373
New Bedford, Mass.	56,264	155	79.0003
Fort Smith, Ark.	54,973	156	79.0618
Lancaster, Pa.	54,604	157	79.1229
Evanston, Ill.	53,372	158	79.1827
Perth Amboy, N. J.	53,369	159	79.2424
Joplin, Ill.	53,335	160	79.3020
Waterloo, Iowa	53,181	161	79.3615
Orlando, Fla.	53,099	162	79.4209
Manchester, N. H.	52,905	163	79.4801
Galveston, Texas	50,689	164	79.5368
Asheville, N. C.	49,938	165	79.5927
Johnstown, Pa.	49,812	166	79.6484
Chelsea, Mass.	49,524	167	79.7038
Kalamazoo, Mich.	49,020	168	79.7587
Lynchburg, Va.	48,474	169	79.8129
Pasadena, Cal.	47,906	170	79.8665
Waterbury, Conn.	47,820	171	79.9201
Macon, Ga.	47,770	172	79.9735
Altoona, Pa.	46,002	173	80.0250
Bangor, Me.	45,971	174	80.0764
Glendale, Cal.	45,514	175	80.1274
Yakima, Wash.	45,209	176	80.1779
Gary, Ind.	44,978	177	80.2282
Brownsville-Harlingen-McAllen, Texas	44,124	178	80.2776
Danville, Va.	43,467	179	80.3262
Somerville, Mass.	43,378	180	80.3748
Atlantic City, N. J.	43,061	181	80.4230
East Chicago, Ind.	43,059	182	80.4712
East St. Louis, Ill.	43,046	183	80.5194
Elmira, N. Y.	42,743	184	80.5672
Jamestown, N. Y.	41,085	185	80.6132
East Hartford, Conn.	41,011	186	80.6591
Troy, N. Y.	39,767	187	80.7038
Wilmington, N. C.	38,771	188	80.7470
Bay City, Mich.	38,671	189	80.7902
Council Bluffs, Iowa	38,345	190	80.8331
Hammond, Ind.	38,302	191	80.8760
Great Falls, Mont.	38,100	192	80.9186
San Bernardino, Cal.	38,004	193	80.9612
Columbus, Ga.	37,845	194	81.0035
Schenectady, N. Y.	37,653	195	81.0457
Hagerstown, Md.	36,442	196	81.0865
Aberdeen, Wash.	36,381	197	81.1272
Lake Charles, La.	36,363	198	81.1679
Burlington, Vt.	36,107	199	81.2083
Mount Vernon, N. Y.	36,007	200	81.2486
Total Above Cities	72,599,754		
% of U. S. A.			81.2486

Honolulu City, with Merchant Wholesaler Sales of $230,622,000, would, if included above, carry a rank of 51.



4 REASONS WHY RUG PROFITS HIT A NEW HIGH IN ADVERTISING SPACE FOR THE FIRST QUARTER OF 1952

1.

SPECIALIZED CLRCULATION—The oldest publication devoted exclusively to floor covering buyers — over 11,000 of them — no waste circulation — more prospects per dollar.

2.

PROVEN READERSHIP—RUG PROFITS readership is proven over the course of years by its high average in returned questionnaires and excellent reader participation in editorial programs.

3.

QUALITY READERS — Selected on the basis of sales volume and financial rating the stores receiving RUG PROFITS do 80% of the total retail floor covering sales.

4.

EDITORIAL EXPERIENCE — RUG PROFITS is backed by 24 years of service to the industry and is proud of many successful campaigns and editorial firsts.

More and more advertisers are using RUG PROFITS to reach the floor covering trade.

Let us send you our 1952 brochure
containing full information

Write

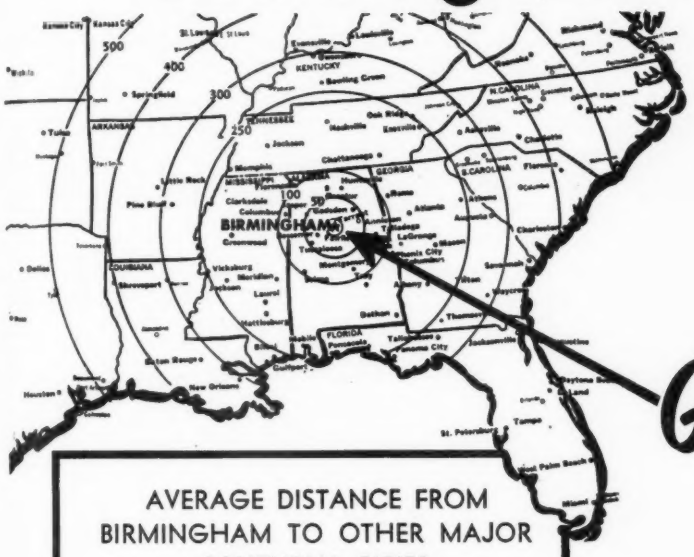
RUG PROFITS, 386 4th Ave., New York 16, N. Y.

Summary of Data for Metropolitan County Areas

See explanation of "Standard Metropolitan County Areas" pages 16-18.

	POPULATION SM ESTIMATES 1/52			RETAIL SALES—1951 SM ESTIMATES							EFFECTIVE BUYING INCOME—1951 SM ESTIMATES					
						FIVE STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
1. Akron (Summit Co., Ohio)	423.4	.2733	124.9	464,543	.3071	120,714	73,563	19,398	91,770	12,608	757,926	.3438	1,790	6,068	.3187	117
2. Albany-Schenectady-Troy (Albany, Rensselaer and Schenectady Cos., N. Y.)	527.0	.3402	160.0	664,430	.4394	158,053	98,662	34,826	107,043	12,314	819,614	.3719	1,555	5,123	.3857	113
3. Albuquerque (Bernalillo Co., N. M.)	154.2	.0996	42.9	159,848	.1057	33,912	14,864	12,416	28,449	5,422	242,102	.1098	1,570	5,643	.1064	107
4. Allentown-Bethlehem-Easton (Lehigh and Northampton Cos., Pa.; Warren Co., N. J.)	445.5	.2876	127.0	481,398	.3183	124,203	46,834	32,706	83,698	9,664	699,061	.3172	1,569	5,504	.3116	110
5. Altoona (Blair Co., Pa.)	140.8	.0909	40.7	133,416	.0882	41,382	15,478	10,037	19,504	2,834	180,464	.0819	1,282	4,434	.0856	94
6. Amarillo (Randall and Potter Cos., Texas)	91.2	.0589	28.7	157,550	.1042	26,511	10,878	9,556	37,173	5,484	139,177	.0632	1,526	4,849	.0747	127
7. Asheville (Buncombe Co., N. C.) Ashland, Ky. (See Schedule 62)	126.2	.0813	34.1	115,222	.0762	24,420	18,762	6,326	20,025	4,291	174,443	.0791	1,382	5,116	.0787	97
8. Atlanta (Cobb, DeKalb and Fulton Cos., Ga.)	692.7	.4469	196.0	799,950	.5288	151,107	184,213	36,209	153,045	27,048	1,004,839	.4559	1,451	5,127	.4759	106
9. Atlantic City (Atlantic Co., N. J.)	135.7	.0876	41.4	202,672	.1340	50,949	11,342	9,771	21,449	6,409	243,385	.1104	1,794	5,879	.1129	129
10. Augusta (Richmond Co., Ga.; Aiken Co., S. C.)	208.2	.1344	55.2	137,813	.0911	32,312	21,450	7,106	25,975	3,689	232,636	.1056	1,117	4,214	.1069	80
11. Austin (Travis Co., Texas)	168.6	.1089	45.2	169,832	.1123	35,316	17,784	8,846	33,669	6,867	252,705	.1146	1,499	5,591	.1128	104
12. Baltimore (Baltimore City, Anne Arundel and Baltimore Cos., Md.)	1,365.5	.8814	384.1	1,413,332	.9345	384,581	247,416	68,382	185,652	49,943	2,069,431	.9389	1,516	5,388	.9261	105
13. Baton Rouge (East Baton Rouge Parish, La.)	171.1	.1105	47.6	164,088	.1085	31,968	23,744	10,098	32,307	6,298	289,347	.1313	1,691	6,079	.1203	109
14. Bay City (Bay Co., Mich.)	91.7	.0592	25.7	95,702	.0633	24,054	10,900	6,059	14,260	3,298	130,499	.0592	1,423	5,078	.0604	102
15. Beaumont - Port Arthur (Jefferson Co., Texas) Bethlehem, Pa. (See Schedule 4)	201.9	.1303	59.7	240,136	.1588	54,216	28,600	16,102	49,155	7,724	305,503	.1386	1,513	5,117	.1430	110
16. Binghamton (Broome Co., N. Y.)	190.2	.1228	55.0	208,488	.1378	51,940	30,090	12,445	38,250	5,420	248,784	.1128	1,308	4,523	.1223	100
17. Birmingham (Jefferson Co., Ala.)	572.1	.3694	160.4	506,896	.3352	122,256	80,184	28,518	94,917	12,964	740,984	.3362	1,295	4,620	.3425	93
18. Boston (Essex, Middlesex, Norfolk and Suffolk Cos., Mass.)	2,932.6	1.8930	820.7	3,122,950	2.0650	866,861	414,547	138,855	403,139	99,899	4,915,957	2.2302	1,616	5,990	2.1133	112
19. Bridgeport-Stamford-Norwalk (Fairfield Co., Conn.)	521.8	.3368	150.8	642,631	.4249	183,372	43,392	37,100	107,160	19,050	1,088,365	.4938	2,086	7,217	.4418	131
20. Brockton (Plymouth Co., Mass.)	195.3	.1262	58.2	208,646	.1379	62,167	12,941	9,137	31,735	5,755	276,545	.1255	1,416	4,752	.1293	103
21. Buffalo (Erie and Niagara Cos., N. Y.)	1,119.6	.7226	318.3	1,282,898	.8483	325,338	179,588	61,549	230,661	33,009	1,639,261	.7438	1,464	5,150	.7709	107
22. Canton (Stark Co., Ohio)	292.9	.1891	84.6	309,904	.2050	77,220	33,376	18,795	51,965	7,335	505,625	.2294	1,726	5,977	.2140	113
23. Cedar Rapids (Linn Co., Iowa)	107.0	.0691	33.5	132,544	.0876	22,686	16,132	8,109	25,484	4,472	190,919	.0866	1,784	5,699	.0834	121
24. Charleston (Charleston Co., S. C.)	167.5	.1082	45.5	135,000	.0893	35,532	12,204	8,536	28,179	4,263	224,317	.1017	1,339	4,930	.0993	92
25. Charleston (Fayette and Kanawha Cos., W. Va.)	329.1	.2123	88.1	268,731	.1777	64,617	46,725	16,449	51,389	6,618	432,163	.1961	1,313	4,905	.1938	91
26. Charlotte (Mecklenburg Co., N. C.)	205.2	.1325	55.5	251,859	.1665	48,024	37,740	13,416	46,530	7,026	323,780	.1469	1,578	5,834	.1499	113
27. Chattanooga (Hamilton Co., Tenn.; Walker Co., Ga.)	252.4	.1629	71.5	235,783	.1559	54,030	29,018	15,354	43,219	7,364	326,680	.1483	1,294	4,569	.1535	94
28. Chicago (Cook, Du Page, Kane, Lake, and Will Cos., Ill.; Lake Co., Ind.)	5,630.7	3.6346	1,676.9	6,632,533	4.3854	1442,634	1281,381	300,607	954,254	198,226	10,766,682	4.8849	1,912	6,421	4.4850	123
29. Cincinnati (Hamilton Co., Ohio; Campbell and Kenton Cos., Ky.)	927.2	.5986	288.0	980,170	.6481	255,710	134,352	46,384	159,874	30,051	1,668,243	.7569	1,799	5,793	.6925	116
30. Cleveland (Cuyahoga and Lake Cos., Ohio)	1,501.1	.9688	444.7	1,800,783	1.1907	477,925	269,623	87,495	296,714	58,539	2,823,475	1.2810	1,881	6,349	1.1915	123
31. Columbia (Richland Co., S. C.)	149.3	.0965	37.6	148,483	.0969	27,216	15,836	8,602	36,720	4,621	192,047	.0871	1,286	5,108	.0919	95
32. Columbus (Chattahoochee and Muscogee Cos., Ga.; Russell Co., Ala.)	180.9	.1168	45.2	132,332	.0875	32,271	16,068	8,952	30,133	3,432	187,314	.0851	1,035	4,144	.0922	79
33. Columbus (Franklin Co., Ohio)	525.6	.3394	153.6	540,855	.3576	117,502	85,050	27,244	94,512	17,174	932,487	.4230	1,774	6,071	.3866	104
34. Corpus Christi (Nueces Co., Texas)	178.6	.1154	48.1	186,702	.1234	41,412	20,313	11,648	43,804	6,286	296,486	.1345	1,660	6,164	.1273	110
35. Dallas (Dallas Co., Texas)	648.0	.4184	200.3	848,510	.5611	158,256	172,163	43,654	163,800	28,297	1,136,546	.5156	1,754	5,674	.5098	122
36. Davenport - Rock Island - Moline (Rock Island Co., Ill.; Scott Co., Iowa)	240.5	.1553	72.1	274,276	.1814	58,824	37,215	12,383	54,280	8,081	451,526	.2049	1,877	6,262	.1880	121
37. Dayton (Green and Montgomery Cos., Ohio)	478.4	.3087	139.4	502,454	.3322	120,599	71,663	23,135	85,063	18,006	841,218	.3818	1,758	6,035	.3523	114
38. Decatur (Macon Co., Ill.)	103.5	.0668	32.1	117,130	.0775	25,086	16,960	6,178	23,852	2,621	168,068	.0763	1,624	5,236	.0748	112
39. Denver (Adams, Arapahoe, Denver, and Jefferson Cos., Colo.)	590.2	.3810	182.6	720,222	.4761	145,036	135,333	34,811	137,920	29,633	940,410	.4267	1,593	5,150	.4322	113
40. Des Moines (Polk Co., Iowa)	231.5	.1495	73.0	280,476	.1855	52,725	42,082	14,949	61,766	8,626	429,780	.1949	1,857	5,887	.1830	122
41. Detroit (Macomb, Oakland and Wayne Cos., Mich.)	3,123.4	2.0163	874.2	3,833,635	2.5349	867,300	504,620	173,752	894,750	152,283	5,621,513	2.5505	1,800	6,430	2.4390	121
42. Duluth-Superior (St. Louis Co., Minn.; Douglas Co., Wis.)	255.2	.1647	77.5	257,142	.1700	67,100	29,598	11,973	50,394	6,565	325,747	.1478	1,276	4,203	.1579	98
43. Durham (Durham Co., N. C.) Easton, Pa. (See Schedule 4)	104.9	.0677	27.5	96,305	.0636	18,083	14,111	6,653	17,888	3,188	160,364	.0727	1,529	5,831	.0690	102
44. El Paso (El Paso Co., Texas) Elyria, Ohio (See Schedule 79)	209.4	.1352	51.5	206,496	.1365	44,556	33,804	12,512	41,632	7,483	269,205	.1222	1,286	5,227	.1291	95
45. Erie (Erie Co., Pa.)	226.2	.1462	64.8	257,520	.1703	65,772	27,972	15,080	46,154	5,296	356,267	.1616	1,575	5,498	.1611	110
46. Evansville (Vanderburgh Co., Ind.)	164.1	.1059	49.9	176,085	.1164	38,368	21,315	10,780	30,888	6,372	285,230	.1294	1,738	5,716	.1208	114
47. Fall River-New Bedford (Bristol Co., Mass.)	389.5	.2514	114.5	333,926	.2208	100,734	25,122	21,087	44,809	11,455	498,183	.2260	1,279	4,351	.2295	91
48. Flint (Genessee Co., Mich.)	281.3	.1816	81.0	315,840	.2088	78,807	27,615	15,190	71,720	11,553	462,076	.2097	1,643	5,705	.2038	112
49. Fort Wayne (Allen Co., Ind.)	188.9	.1220	57.3	222,777	.1473	47,444	36,075	11,960	41,172	6,859	393,927	.1787	2,085	6,875	.1578	129
50. Fort Worth (Tarrant Co., Texas)	383.2	.2474	117.7	508,032	.3359	94,185	127,008	21,000	88,160	15,790	615,413	.2793	1,606	5,229	.2899	117

You Can Best Sell or Serve Growing Southern Markets



from the BIRMINGHAM DISTRICT

Geographic Center of the South

AVERAGE DISTANCE FROM BIRMINGHAM TO OTHER MAJOR SOUTHERN CITIES

CITY	Average Distance from Other Cities Listed	CITY	Average Distance from Other Cities Listed
Birmingham, Ala.	456.5	Beaumont, Tex.	625.3
Montgomery, Ala.	467.1	Fort Smith, Ark.	631.0
Jackson, Miss.	482.2	Jacksonville, Fla.	644.5
Memphis, Tenn.	490.1	Louisville, Ky.	645.0
Columbus, Ga.	494.1	Charlotte, N. C.	648.4
Atlanta, Ga.	497.4	Dallas, Tex.	662.6
Chattanooga, Tenn.	499.6	Charleston, S. C.	670.2
Mobile, Ala.	513.4	Houston, Tex.	673.7
Baton Rouge, La.	528.0	Galveston, Tex.	687.5
Nashville, Tenn.	529.3	Waco, Tex.	698.8
Little Rock, Ark.	531.7	Covington, Ky.	708.0
New Orleans, La.	534.3	Greensboro, N. C.	719.8
Shreveport, La.	542.9	Tulsa, Okla.	720.0
Knoxville, Tenn.	557.3	Durham, N. C.	763.3
Paducah, Ky.	565.3	Tampa, Fla.	764.0
Texarkana, Ark.	574.1	Okla. City, Okla.	765.2
Greenville, S. C.	579.9	San Antonio, Tex.	828.0
Augusta, Ga.	582.0	Corpus Christi, Tex.	877.5
Savannah, Ga.	620.1	Miami, Fla.	964.9
Columbia, S. C.	621.1		

AVERAGE RAILROAD TARIFF DISTANCES BETWEEN 39 MAJOR MARKET CENTERS OF THE SOUTH

From Birmingham the average distance to other major buying centers in the Southern states is shorter than from any other city in the South. This means *shorter hauls, faster shipments, substantial savings in freight charges* when you sell or serve the South from Birmingham.

At this crossroads of Dixie, you will find superior facilities for distributing your products by rail, water, truck or air.

Nine major rail systems plus three belt and connecting lines serve the district. Public or team tracks blanket the area. New ones can be laid easily to meet your needs.

Sixty-eight truck lines with regular daily or overnight service have made Birmingham known as the "No. 1 Gateway" to Alabama and the South. Of these 68 lines, 42 have headquarters here.

Nineteen barge lines operate on the Warrior-Tombigbee river system—the Southeast's most important river highway. This system offers a 9-foot channel to the Port of Mobile, New Orleans, Houston, Corpus Christi, Brownsville and intermediate ports.

Four major airlines with 95 flights daily operate from a close-in modern airport. Several flights daily are devoted exclusively to cargo traffic.

The Birmingham Committee of 100 business leaders invites you to write for this booklet, which presents a factual analysis of the reasons why Birmingham ranks as the South's foremost distribution center.



BIRMINGHAM COMMITTEE OF 100

1914 Sixth Ave., N., Birmingham, Ala.

Executive Committee

Gordon Persons
Governor
State of Alabama

Bradford C. Colcord
President
Woodward Iron Co.

John S. Coleman
President
Birmingham Trust National Bank

Donald Comer
Chairman of the Executive Committee
Avondale Mills

William P. Engel
President
Engel Companies

W. W. French, Jr.
President
Moore-Handley Hardware Co.

Clarence B. Hanson, Jr.
Publisher
The Birmingham News

W. H. Hoover
President
Employers Insurance Co. of Alabama

Claude S. Lawson
President
Sloss-Sheffield Steel & Iron Co.

Thomas W. Martin
Chairman of the Board
Alabama Power Co.

J. C. Persons
President
First National Bank

O. W. Schunbacher
President
Loveman, Joseph & Loeb

Mervyn H. Sterne
Sterne, Agee & Leach

A. V. Wiebel
President
Tennessee Coal & Iron Div.
United States Steel Co.

EXTRA Sales Results

WVOK Independent

Birmingham, Alabama

EXTRA Wide Coverage

WVOK COVERS ALABAMA

Keyed Programming On 50 KW Birmingham Independent Results In Vast Rural And Industrial Listening Audience

Specific Programming Produces Top Disc Jockey

WVOK has carefully screened and trained its announcers so that warm, friendly informality is part and parcel of every program. Every WVOK announcer is a disc jockey, every announcer is a personality.

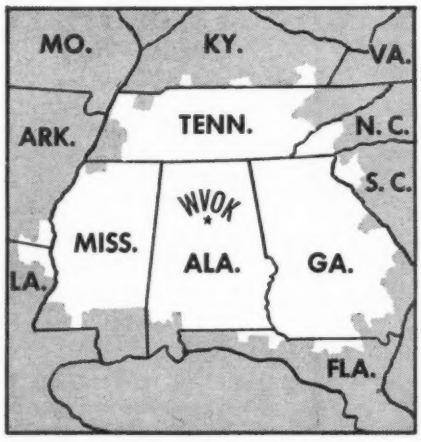
Their personalized selling by air has resulted in stories such as the Blackburn Syrup Story. In one year, WVOK advertising elevated Blackburn Syrups from one truck load a month in Alabama to one of the top statewide sellers with a fleet of trucks serving the state several times per week. Less than a month before the 1952 Mercury came out, a WVOK campaign relieved Dexter Lincoln-Mercury of seven 1951 Mercuries in one day.

Rural And Industrial Listeners Say WVOK's The Best Deal On The Dial

The tremendous audience that daily tunes to WVOK is not the result of chance.

Rather, it's a direct reaction to the type of programs WVOK constantly plans and uniformly schedules day after day.

Listeners know the type of program they can expect from WVOK. It's the type their specific listening preference indicates. Rural and industrial area listeners prefer folk music, both hill and swing. And that's the kind of program WVOK has plotted throughout the day.



WVOK Coverage Area Blankets Alabama

The mail map which you see to the left, reflects the actual mail by counties, pulled in recent contest, story for which you will find below.

With its 50,000 watt coverage, WVOK is truly Alabama's station. Its .5 millivolt line extends deep into Mississippi and Georgia, as well as covering Alabama, itself, intensively. And today this coverage means something to you, for the State of Alabama represents a buying potential of nearly 2 billion dollars, according to 1951 SALES MANAGEMENT estimates.

WVOK Proves Listening Popularity By Outpulling 20 Mid-South Stations in Recent Contest



Recently, the makers of Garrett Snuff had a contest on the "Juniper Junction Varieties" radio show, heard over WVOK at 12:45 to 1:00 P.M..

Listeners were asked to suggest a name for a foundling girl, developed in the continuity of the program.

OF THE 20 STATIONS CARRYING THIS CONTEST, WVOK RANKED FIRST IN MAIL PULL.

This is particularly impressive, in view of the fact that among the 20 were more than five 50 kw. clear channel stations, including affiliates of every major network.

This is but typical of the many mail-pulling success stories on our records.

And where there's mail, there are listeners.

IF YOU'RE INTERESTED IN BUYING LISTENERS AT THE LOWEST COST PER THOUSAND, contact the nearest office of Radio Representatives, Inc., or the Sales Department of WVOK, Birmingham.

WVOK 50,000 WATTS

BIRMINGHAM, ALABAMA

THE VOICE OF DIXIE

Radio Representatives, Inc.
New York, Chicago, Hollywood
Iralee W. Benns, Pres.
W. J. Brennan, Com. Mgr.

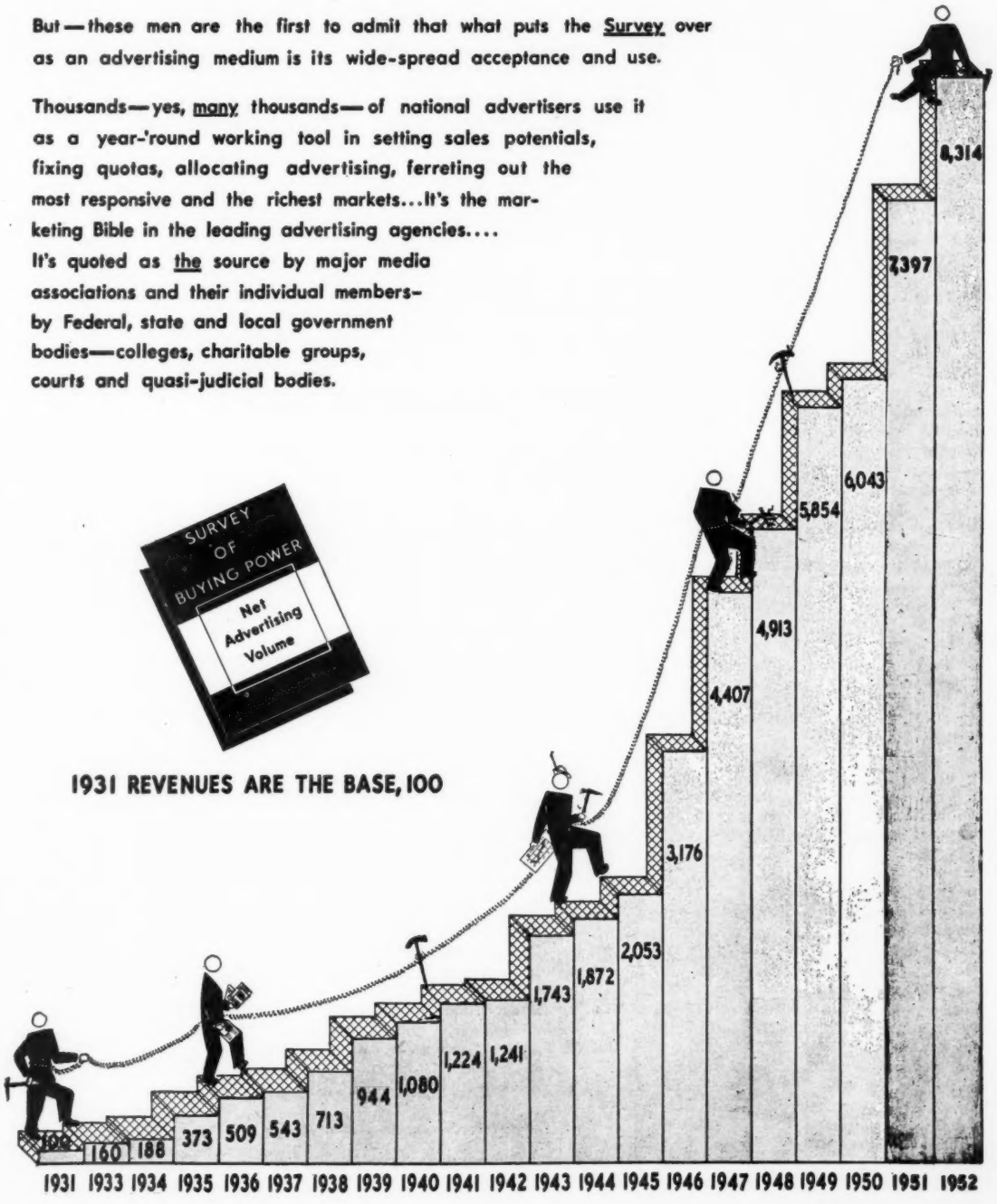
HONESTLY, WE'RE NOT BRAGGING--

Well, maybe a little bit—and you can hardly blame us. The bars below represent the growth in advertising revenues of SALES MANAGEMENT's Surveys of Buying Power during the 1931-1952 span.

For the increases, SM's advertising representatives and promotion department can take a well-deserved bow.

But—these men are the first to admit that what puts the Survey over as an advertising medium is its wide-spread acceptance and use.

Thousands—yes, many thousands—of national advertisers use it as a year-'round working tool in setting sales potentials, fixing quotas, allocating advertising, ferreting out the most responsive and the richest markets...It's the marketing Bible in the leading advertising agencies.... It's quoted as the source by major media associations and their individual members—by Federal, state and local government bodies—colleges, charitable groups, courts and quasi-judicial bodies.



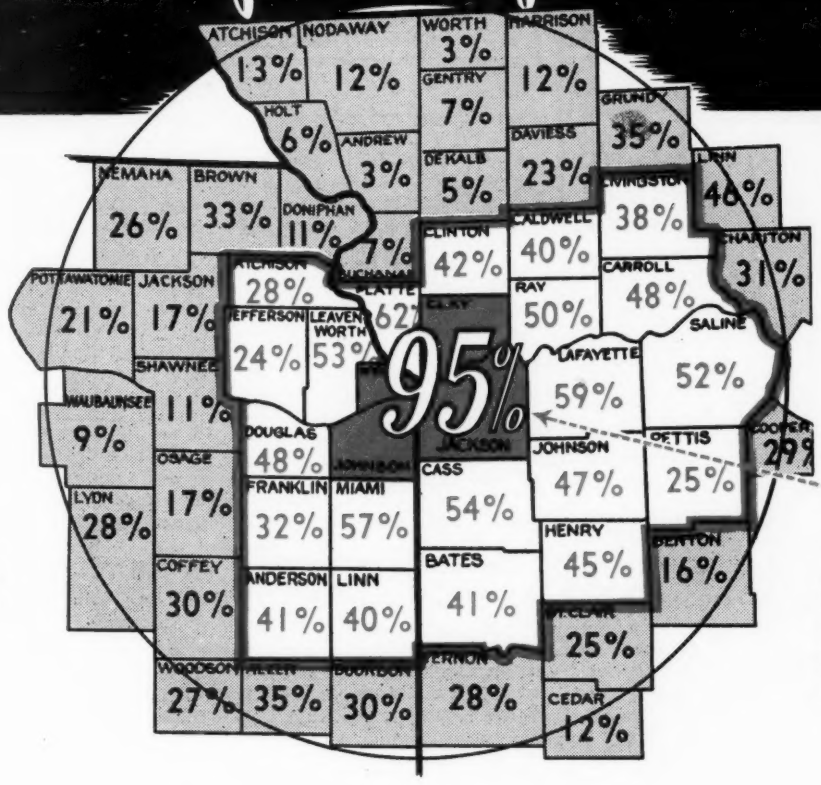
No Survey in 1932

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Standard Metropolitan County Areas" pages 16-18.

	POPULATION SM ESTIMATES 1/52			RETAIL SALES—1951 SM ESTIMATES							EFFECTIVE BUYING INCOME—1951 SM ESTIMATES					
						FIVE STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
51. Fresno (Fresno Co., Cal.)	293.1	.1892	86.2	329,282	.2178	76,346	27,007	18,338	59,185	9,236	414,639	.1881	1,415	4,810	.1972	104
52. Gadsden (Etowah Co., Ala.)	97.8	.0632	26.7	69,937	.0462	18,297	8,147	4,579	16,770	1,951	100,902	.0458	1,032	3,779	.0494	78
53. Galveston (Galveston Co., Texas)	117.3	.0758	35.1	127,500	.0843	29,256	12,342	8,588	19,805	5,035	188,382	.0855	1,606	5,367	.0832	110
54. Grand Rapids (Kent Co., Mich.)	298.6	.1927	89.0	356,757	.2359	85,272	45,993	18,666	58,328	15,871	429,582	.1949	1,439	4,827	.2068	107
55. Green Bay (Brown Co., Wis.)	101.1	.0652	27.3	105,420	.0697	21,691	14,490	6,556	16,984	2,749	150,807	.0684	1,492	5,524	.0681	104
56. Greensboro-High Point (Guilford Co., N. C.)	197.8	.1277	52.4	212,986	.1408	41,154	53,846	13,770	35,880	5,503	282,937	.1283	1,430	5,400	.1319	103
57. Greenville (Greenville Co., S. C.)	173.4	.1119	47.3	167,610	.1108	35,844	22,089	11,648	35,814	4,944	210,935	.0957	1,216	4,460	.1035	92
58. Hamilton-Middletown (Butler Co., Ohio)	152.7	.0986	43.1	147,113	.0973	40,010	10,495	8,331	25,998	3,661	241,673	.1096	1,583	5,607	.1037	105
59. Harrisburg (Cumberland and Dauphin Cos., Pa.)	300.2	.1937	87.5	318,725	.2108	72,884	35,571	18,751	57,895	9,938	487,693	.2213	1,625	5,574	.2127	110
60. Hartford-New Britain (Hartford Co., Conn.) Hazelton, Pa. (See Schedule 157) High Point, N. C. (See Schedule 56) Holyoke, Mass. (See Schedule 138)	556.0	.3589	159.3	681,968	.4510	170,937	82,208	35,280	115,710	21,573	1,078,559	.4893	1,940	6,771	.4517	126
61. Houston (Harris Co., Texas)	849.4	.5484	256.3	998,324	.6601	238,192	121,656	66,872	196,084	31,058	1,523,588	.6912	1,794	5,945	.6533	119
62. Huntington-Ashland (Cabell and Wayne Cos., W. Va.; Boyd Co., Ky.; Lawrence Co., Ohio)	251.7	.1624	69.8	189,230	.1251	46,387	24,243	10,678	38,482	5,813	291,438	.1322	1,158	4,175	.1361	84
63. Indianapolis (Marion Co., Ind.)	567.6	.3665	175.5	714,386	.4724	149,112	119,682	37,842	146,004	31,310	1,140,493	.5175	2,009	6,499	.4738	129
64. Jackson (Jackson Co., Mich.)	111.6	.0721	32.0	128,150	.0848	31,280	12,980	5,572	24,273	4,901	186,789	.0847	1,674	5,837	.0822	114
65. Jackson (Hinds Co., Miss.)	147.8	.0954	39.7	134,460	.0890	23,462	23,868	7,880	34,088	4,040	178,314	.0809	1,206	4,492	.0862	90
66. Jacksonville (Duval Co., Fla.)	311.8	.2013	90.4	331,058	.2189	79,744	36,808	17,172	70,200	12,890	409,562	.1858	1,314	4,531	.1988	99
67. Johnstown (Cambria and Somerset Cos., Pa.)	294.0	.1898	78.1	243,601	.1611	66,444	42,747	13,083	40,541	4,135	364,470	.1653	1,240	4,667	.1689	89
68. Kalamazoo (Kalamazoo Co., Mich.)	132.2	.0853	38.6	148,894	.0984	35,112	12,535	8,568	27,416	6,100	225,377	.1023	1,705	5,839	.0977	115
69. Kansas City (Johnson and Wyandotte Cos., Kans.; Clay and Jackson Cos., Mo.)	837.3	.5404	268.5	1,073,581	.7099	200,675	236,708	49,798	190,963	56,263	1,433,941	.6506	1,713	5,341	.6463	120
70. Kenosha (Kenosha Co., Wis.)	77.7	.0501	23.1	81,492	.0538	21,481	5,077	3,513	14,256	2,082	114,749	.0520	1,477	4,967	.0522	104
71. Knoxville (Anderson, Blount and Knox Cos., Tenn.)	352.3	.2274	94.3	287,377	.1901	68,656	43,449	19,484	51,444	9,417	448,903	.2037	1,274	4,760	.2042	90
72. Lancaster (Lancaster Co., Pa.)	240.0	.1549	67.6	238,960	.1580	49,648	23,381	12,864	43,258	4,734	385,233	.1748	1,605	5,699	.1658	107
73. Lansing (Ingham Co., Mich.)	182.2	.1176	52.4	233,571	.1545	56,994	27,120	9,190	53,390	7,197	327,785	.1487	1,799	6,255	.1442	123
74. Laredo (Webb Co., Texas)	57.3	.0369	13.2	49,765	.0329	11,502	7,271	2,304	7,276	1,693	59,048	.0268	1,031	4,473	.0307	83
75. Lexington (Fayette Co., Ky.)	103.0	.0665	28.7	116,070	.0767	22,755	15,476	5,702	16,376	4,661	177,281	.0804	1,721	6,177	.0765	115
76. Lima (Allen Co., Ohio)	90.9	.0587	27.1	100,049	.0661	23,368	13,726	4,716	17,071	2,351	132,260	.0600	1,455	4,880	.0616	105
77. Lincoln (Lancaster Co., Neb.)	122.0	.0788	37.7	137,340	.0908	22,781	26,985	5,380	22,528	4,783	229,917	.1044	1,885	6,099	.0952	121
78. Little Rock-North Little Rock (Pulaski Co., Ark.)	200.5	.1296	59.6	204,156	.1350	38,528	36,380	9,591	46,980	6,951	286,921	.1302	1,431	4,814	.1315	102
79. Lorain-Elyria (Lorain Co., Ohio)	153.6	.0991	43.9	144,886	.0958	40,348	11,052	7,262	24,180	4,083	255,351	.1159	1,662	5,817	.1065	107
80. Los Angeles (Los Angeles and Orange Cos. Cal.)	4,617.5	2.9804	1,536.2	5,266,556	3.4824	1244,501	645,163	358,165	970,594	186,998	8,423,020	3.8215	1,824	5,483	3.5516	119
81. Louisville (Jefferson Co., Ky.; Clark and Floyd Cos., Ind.)	590.2	.3809	171.8	597,827	.3952	142,243	71,197	30,506	119,170	25,258	927,712	.4209	1,572	5,400	.4052	106
82. Lubbock (Lubbock Co., Texas)	111.0	.0716	31.5	150,465	.0995	22,890	20,790	7,899	40,920	5,695	178,264	.0809	1,606	5,659	.0846	118
83. Macon (Bibb and Houston Cos., Ga.)	142.3	.0919	39.8	112,811	.0746	27,698	15,419	5,832	21,724	3,611	155,765	.0706	1,095	3,914	.0759	83
84. Madison (Dane Co., Wis.)	175.9	.1136	48.7	183,144	.1211	36,180	20,280	7,421	28,710	6,818	284,826	.1292	1,619	5,849	.1237	109
85. Manchester (Hillsborough Co., N. H.)	160.4	.1036	48.1	168,696	.1115	52,001	11,232	12,612	21,998	3,646	216,002	.0980	1,347	4,491	.1032	100
86. Memphis (Shelby Co., Tenn.)	502.6	.3244	141.7	569,750	.3767	106,782	132,608	25,740	120,951	16,221	680,411	.3087	1,354	4,802	.3322	102
87. Miami (Dade Co., Fla.) Middletown, Ohio (See Schedule 58)	544.1	.3512	172.2	698,460	.4619	138,866	63,735	43,120	112,200	35,325	789,488	.3582	1,451	4,585	.3880	110
88. Milwaukee (Milwaukee Co., Wis.)	887.5	.5729	259.4	1,054,248	.6971	243,618	174,291	51,816	184,000	28,285	1,639,000	.7437	1,847	6,318	.6956	121
89. Minneapolis - St. Paul (Anoka, Dakota, Hennepin and Ramsey Cos., Minn.)	1,145.6	.7397	343.0	1,332,236	.8809	276,585	280,143	62,394	226,822	41,695	1,999,292	.9072	1,745	5,829	.8657	117
90. Mobile (Mobile Co., Ala.) Moline, Ill. (See Schedule 36)	245.7	.1587	67.6	188,608	.1247	49,257	22,848	9,818	34,485	8,817	318,230	.1444	1,295	4,708	.1413	89
91. Montgomery (Montgomery Co., Ala.)	141.9	.0916	39.5	129,492	.0856	27,636	16,308	7,436	26,816	3,536	165,163	.0749	1,164	4,181	.0815	89
92. Muncie (Delaware Co., Ind.)	93.1	.0601	28.5	83,685	.0553	18,639	9,534	5,312	16,104	2,710	142,072	.0645	1,526	4,985	.0609	101
93. Nashville (Davidson Co., Tenn.) New Bedford, Mass. (See Schedule 47) New Britain, Conn. (See Schedule 60)	332.3	.2145	93.2	334,739	.2214	71,820	45,671	18,847	71,300	9,764	463,173	.2101	1,394	4,970	.2144	100
94. New Haven-Waterbury (New Haven Co., Conn.)	557.8	.3600	162.1	625,632	.4137	168,129	39,760	37,590	94,240	19,118	979,605	.4444	1,756	6,043	.4183	116
95. New Orleans (Jefferson, Orleans and St. Bernard Parishes, La.)	710.4	.4586	207.5	643,426	.4255	138,679	105,790	36,358	77,905	26,846	975,534	.4427	1,373	4,701	.4408	98
96. New York-N. E. New Jersey	13,199.6	8.5206	3,920.5	14,921,726	9.8669	4221,241	1364,329	943,745	1589,558	370,005	24,774,344	11.2398	1,877	6,319	10.2841	121
a. (Bronx, Kings, New York, Queens, Richmond, Nassau, Rockland, Suffolk, Westchester Cos., N. Y.)	9,758.7	6.2993	2,924.0	11,282,381	7.4601	3166,120	1071,024	707,958	1050,584	278,941	18,464,659	8.3772	1,892	6,315	7.6866	122
b. (Bergen, Essex, Middlesex, Hudson, Morris, Passaic, Somerset, Union Cos., N. J.)	3,440.9	2.2213	996.5	3,639,345	2.4068	1055,121	293,305	235,787	538,974	91,064	6,309,685	2.8626	1,834	6,332	2.5975	117

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Standard Metropolitan County Areas" pages 16-18.

	POPULATION SM ESTIMATES 1/152			RETAIL SALES—1951 SM ESTIMATES							EFFECTIVE BUYING INCOME—1951 SM ESTIMATES					
						FIVE STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
97. Norfolk-Portsmouth (Norfolk, South Norfolk, and Portsmouth Cities, Norfolk and Princess Anne Cos., Va.)*	468.0	.3022	129.9	390,547	.2583	97,773	32,723	23,373	65,644	13,708	810,203	.2769	1,304	4,697	.2764	91
North Little Rock, Ark. (See Schedule 78)																
Norwalk, Conn. (See Schedule 19)																
Oakland, Cal. (See Schedule 127)																
98. Ogden (Weber Co., Utah)	87.8	.0567	25.2	91,168	.0603	19,773	8,120	5,807	13,965	2,829	130,498	.0592	1,488	5,178	.0590	104
99. Oklahoma City (Oklahoma Co., Okla.)	337.1	.2176	107.7	380,116	.2513	71,484	55,226	22,275	89,623	14,236	527,103	.2391	1,564	4,894	.2385	110
100. Omaha (Douglas and Sarpy Cos., Neb.; Pottawattamie Co., Iowa)	371.5	.2399	109.9	444,062	.2936	91,658	53,364	27,336	95,575	14,624	676,363	.3070	1,821	6,154	.2896	121
101. Orlando (Orange Co., Fla.)	123.6	.0798	38.7	132,184	.0874	29,484	16,744	7,644	26,709	5,160	162,354	.0737	1,314	4,195	.0790	99
102. Peoria (Peoria and Tazewell Cos., Ill.)	258.2	.1666	77.6	260,455	.1722	62,296	37,312	14,539	47,435	6,516	459,317	.2083	1,779	5,919	.1891	114
103. Philadelphia (Bucks, Chester, Delaware, Montgomery, Philadelphia Cos., Pa.; Burlington, Camden and Gloucester Cos., N. J.)	3,771.2	2.4343	1,063.4	3,803,043	2.5145	956,526	552,430	212,463	526,558	102,061	6,500,052	2.9491	1,724	6,113	2.7158	112
104. Phoenix (Maricopa Co., Ariz.)	358.5	.2314	105.3	401,357	.2654	85,050	43,197	26,442	76,808	13,802	482,267	.2188	1,345	4,580	.2353	102
105. Pittsburgh (Allegheny, Beaver, Washington and Westmoreland Cos., Pa.)	2,251.5	1.4533	635.7	2,418,080	1.5989	681,408	384,980	114,808	389,713	64,999	3,703,464	1.6803	1,645	5,826	1.6103	111
106. Pittsfield (Berkshire Co., Mass.)	134.2	.0866	39.3	153,365	.1014	41,054	13,462	7,287	25,365	3,568	179,931	.0816	1,341	4,578	.0884	102
Port Arthur, Texas (See Schedule 15)																
107. Portland (Cumberland Co., Maine)	172.1	.1111	50.3	168,792	.1116	48,708	16,224	9,031	25,926	4,649	225,650	.1024	1,311	4,486	.1069	96
108. Portland (Clackamas, Multnomah and Washington Cos., Ore.; Clark Co., Wash.)	739.4	.4774	243.4	885,636	.5856	200,476	155,525	42,797	171,475	19,518	1,330,679	.6037	1,800	5,467	.5729	120
Portsmouth, Va. (See Schedule 97)																
109. Providence (Bristol, Kent and Providence Cos., R. I.)	702.7	.4535	204.5	691,017	.4569	181,130	67,347	37,086	111,406	23,749	1,086,267	.4929	1,546	5,312	.4742	105
110. Pueblo (Pueblo Co., Colo.)	93.4	.0603	25.9	87,954	.0582	19,936	13,589	5,551	18,720	2,078	130,695	.0593	1,399	5,046	.0592	98
111. Racine (Racine Co., Wis.)	112.5	.0726	32.9	131,868	.0872	33,176	8,947	7,426	22,560	3,683	180,609	.0820	1,605	5,490	.0817	113
112. Raleigh (Wake Co., N. C.)	141.5	.0913	35.0	142,857	.0945	26,680	18,537	8,746	30,644	4,559	220,431	.1000	1,558	6,298	.0966	106
113. Reading (Berks Co., Pa.)	260.0	.1678	75.8	274,155	.1813	63,111	25,830	17,934	49,016	5,429	413,419	.1876	1,590	5,454	.1818	108
114. Richmond (Richmond City, Chesterfield and Henrico Cos., Va.)	347.9	.2246	96.8	364,594	.2411	77,601	67,109	22,528	53,993	13,357	567,889	.2578	1,632	5,867	.2460	110
115. Roanoke (Roanoke City, Roanoke Co., Va.)	137.7	.0889	38.1	154,760	.1023	35,631	16,854	12,078	25,899	4,542	178,777	.0811	1,298	4,692	.0890	100
116. Rochester (Monroe Co., N. Y.)	498.8	.3220	149.2	543,801	.3596	133,380	74,120	31,110	98,256	16,114	872,825	.3960	1,750	5,850	.3703	115
Rock Island, Ill. (See Schedule 36)																
117. Rockford (Winnebago Co., Ill.)	157.9	.1019	48.3	193,686	.1281	45,600	21,660	11,770	32,256	5,240	272,608	.1237	1,726	5,644	.1207	118
Rome, N. Y. (See Schedule 150)																
118. Sacramento (Sacramento Co., Cal.)	297.0	.1917	89.6	341,848	.2260	80,568	37,336	25,511	58,551	11,428	500,074	.2269	1,684	5,581	.2196	115
119. Saginaw (Saginaw Co., Mich.)	159.0	.1026	44.8	163,059	.1079	41,760	16,428	7,082	28,764	5,485	243,727	.1108	1,533	5,440	.1082	105
120. St. Joseph (Buchanan Co., Mo.)	95.1	.0613	29.4	95,824	.0634	21,201	10,302	5,188	17,533	5,192	142,157	.0645	1,495	4,835	.0635	104
121. St. Louis (St. Louis City, St. Charles and St. Louis Cos., Mo.; Madison and St. Clair Cos., Ill.)	1,729.4	1.1165	517.4	1,764,082	1.1684	435,935	245,618	102,076	300,463	58,493	2,841,622	1.2891	1,643	5,492	1.2178	109
St. Paul, Minn. (See Schedule 89)																
St. Petersburg, Fla. (See Schedule 144)																
122. Salt Lake City (Salt Lake Co., Utah)	285.6	.1844	82.6	319,680	.2114	67,454	54,540	21,694	53,022	10,700	465,312	.2111	1,629	5,633	.2059	112
123. San Angelo (Tom Green Co., Texas)	62.0	.0400	18.2	80,249	.0531	15,954	11,060	4,655	18,516	2,472	86,287	.0392	1,392	4,741	.0435	109
124. San Antonio (Bexar Co., Texas)	522.9	.3375	139.0	502,416	.3322	113,702	74,304	26,335	92,264	16,192	756,005	.3430	1,446	5,439	.3387	100
125. San Bernardino (San Bernardino Co., Cal.)	305.6	.1973	93.8	267,756	.1770	70,929	23,108	13,860	39,516	9,053	354,927	.1610	1,161	3,784	.1731	88
126. San Diego (San Diego Co., Cal.)	590.5	.3811	187.0	605,358	.4003	145,424	56,394	40,330	113,974	19,606	1,004,186	.4556	1,701	5,370	.4241	111
127 San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Cal.)	2,366.6	1.5277	758.1	2,687,791	1.7773	682,321	320,400	180,117	435,773	77,970	4,479,561	2.0323	1,893	5,909	1.8548	121
128. San Jose (Santa Clara Co., Cal.)	312.3	.2016	92.6	332,880	.2201	79,350	32,560	20,806	55,056	10,388	457,557	.2076	1,465	4,941	.2102	104
129. Savannah (Chatham Co., Ga.)	157.1	.1014	45.5	139,440	.0922	34,866	15,792	8,463	24,130	4,317	222,720	.1010	1,418	4,895	.0984	97
Schenectady, N. Y. (See Schedule 2)																
130. Scranton (Lackawanna Co., Pa.)	256.0	.1653	72.7	231,504	.1531	66,312	25,584	14,453	27,927	5,118	375,430	.1703	1,467	5,164	.1641	99
131. Seattle (King Co., Wash.)	768.4	.4960	251.0	849,437	.5616	192,432	145,842	40,596	137,284	25,098	1,564,784	.7099	2,036	6,234	.6226	126
132. Shreveport (Caddo Parish, La.)	179.8	.1162	52.2	205,901	.1362	42,522	22,236	12,138	53,360	7,287	309,948	.1406	1,724	5,938	.1344	116
133. Sioux City (Woodbury Co., Iowa)	105.5	.0682	32.2	135,756	.0898	25,267	22,788	4,752	23,998	4,336	183,586	.0833	1,740	5,701	.0822	121
134. Sioux Falls (Minnehaha Co., S. D.)	72.8	.0468	21.4	95,016	.0628	16,352	12,947	5,081	22,860	2,847	134,585	.0610	1,849	6,289	.0587	125
135. South Bend (St. Joseph Co., Ind.)	213.1	.1375	62.1	262,640	.1737	55,224	34,496	16,065	50,730	7,139	399,186	.1811	1,873	6,428	.1702	124
136. Spokane (Spokane Co., Wash.)	230.5	.1487	72.5	243,853	.1612	48,944	38,092	11,241	51,120	7,391	400,366	.1816	1,737	5,522	.1689	114
137. Springfield (Sangamon Co., Ill.)	133.7	.0864	42.3	161,035	.1065	32,863	17,976	8,381	32,670	5,419	226,298	.1026	1,693	5,350	.1005	116
138. Springfield - Holyoke (Hampden and Hampshire Cos., Mass.)	467.9	.3020	131.1	476,986	.3154	123,588	42,459	26,231	73,633	15,743	720,959	.3271	1,541	5,499	.3186	105
139. Springfield (Green Co., Mo.)	107.5	.0695	34.7	108,360	.0717	18,748	13,335	6,448	24,464	3,854	156,428	.0709	1,455	4,508	.0708	102
140. Springfield -Clark Co., Ohio)	114.7	.0741	34.3	115,964	.0767	28,194	12,826	6,188	22,250	3,644	185,191	.0841	1,615	5,399	.0799	106
Stamford, Conn. (See Schedule 19)																
Steubenville, Ohio (See Schedule 154)																
141. Stockton (San Joaquin Co., Cal.)	213.5	.1378	62.1	223,450	.1477	51,186	18,094	14,382	43,516	5,128	334,347	.1517	1,566	5,384	.1477	107
Superior, Wis. (See Schedule 42)																

*Although in the official government definition Norfolk-Portsmouth and Newport News areas are treated separately, for many marketing purposes the two areas constitute a single integrated market.



Population, sales, and income are 1951 figures. Sales increases are 1951 over 1950. The trend of virtually all factors is UP for 1952.

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AM-FM ► NBC AFFILIATE
TV ► ALL NETWORKS

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Standard Metropolitan County Areas" pages 16-18.

	POPULATION SM ESTIMATES 1/52			RETAIL SALES—1951 SM ESTIMATES							EFFECTIVE BUYING INCOME—1951 SM ESTIMATES					
						FIVE STORE GROUPS (in thousands of dollars)										
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	% of U.S.A. Potential	Quality of Market Index
142. Syracuse (Onandaga Co., N. Y.)	352.4	.2275	101.3	397,935	.2631	103,005	50,838	17,888	64,484	10,432	529,540	.2403	1,503	5,227	.2446	108
143. Tacoma (Pierce Co., Wash.)	293.7	.1896	84.5	239,944	.1586	58,994	25,704	12,411	48,995	6,688	486,782	.2209	1,657	5,761	.1959	103
144. Tampa - St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	434.7	.2806	141.1	476,304	.3150	99,413	72,964	25,843	80,330	16,218	565,662	.2566	1,301	4,009	.2789	99
145. Terre Haute (Vigo Co., Ind.)	107.0	.0690	34.4	116,287	.0769	25,894	20,703	5,875	23,306	3,684	160,071	.0726	1,496	4,653	.0732	106
146. Toledo (Lucas Co., Ohio)	405.0	.2615	121.5	494,560	.3270	118,220	69,410	25,750	99,696	14,709	764,166	.3467	1,887	6,289	.3238	124
147. Topeka (Shawnee Co., Kans.)	107.1	.0691	34.1	115,290	.0763	24,634	14,805	7,056	21,296	3,510	192,579	.0874	1,798	5,647	.0804	116
148. Trenton (Mercer Co., N. J.) Troy, N. Y. (See Schedule 2)	236.4	.1526	61.9	285,722	.1890	69,443	28,634	12,960	46,096	6,018	399,652	.1814	1,691	6,456	.1779	117
149. Tulsa (Tulsa Co., Okla.)	259.0	.1672	82.3	296,120	.1958	60,950	38,940	17,098	71,331	9,774	424,070	.1924	1,637	5,153	.1884	113
150. Utica-Rome (Herkimer and Oneida Cos., N. Y.)	290.9	.1878	83.3	315,309	.2086	84,482	26,375	16,277	47,263	6,497	403,021	.1828	1,385	4,838	.1915	102
151. Waco (McLennan Co., Texas)	132.8	.0858	39.5	142,272	.0941	31,212	18,512	7,896	32,016	3,925	181,297	.0823	1,365	4,590	.0865	101
152. Washington (District of Columbia; Alexandria and Falls Church Cities, Arlington and Fairfax Cos., Va.; Montgomery and Prince Georges Cos., Md.) Waterbury, Conn. (See Schedule 94)	1,537.0	.9922	430.0	1,863,835	1.2325	418,189	246,612	87,306	312,972	82,225	2,817,834	1.2784	1,833	6,553	1.2073	122
153. Waterloo (Black Hawk Co., Iowa)	103.5	.0668	30.6	119,171	.0788	22,898	15,244	8,064	21,070	3,186	180,106	.0818	1,740	5,848	.0779	117
154. Wheeling-Steubenville (Brooke, Hancock, Marshall and Ohio Cos., W. Va.; Belmont and Jefferson Cos., Ohio)	357.5	.2307	102.4	290,848	.1923	84,240	32,401	17,340	45,232	7,038	486,356	.2206	1,360	4,750	.2142	93
155. Wichita (Sedgwick Co., Kans.)	234.9	.1516	74.9	267,330	.1767	51,720	33,516	15,369	61,056	8,938	406,227	.1843	1,729	5,424	.1755	116
156. Wichita Falls (Wichita Co., Texas)	101.9	.0658	27.4	122,040	.0807	23,010	12,430	6,678	31,445	4,071	152,733	.0693	1,499	5,574	.0720	109
157. Wilkes-Barre-Hazelton (Luzerne Co., Pa.)	392.4	.2533	108.3	344,552	.2278	93,204	42,224	21,631	50,721	6,813	551,420	.2502	1,405	5,092	.2441	96
158. Wilmington (New Castle Co., Del.; Salem Co., N. J.)	278.1	.1796	78.6	314,324	.2078	73,417	17,881	21,723	55,748	7,699	469,700	.2130	1,689	5,976	.2048	114
159. Winston-Salem (Forsythe Co., N. C.)	149.7	.0966	41.2	117,936	.0780	25,154	16,956	7,719	21,089	3,687	225,998	.1026	1,510	5,485	.0940	97
160. Worcester (Worcester Co., Mass.)	557.1	.3597	157.0	612,540	.4051	173,637	51,296	31,175	90,350	16,011	806,052	.3657	1,447	5,134	.3763	105
161. York (York Co., Pa.)	208.2	.1344	61.3	195,994	.1296	49,062	19,610	13,662	33,286	3,378	344,019	.1561	1,652	5,612	.1438	107
162. Youngstown (Mahoning and Trumbull Cos., Ohio; Mercer Co., Pa.)	541.6	.3496	151.3	536,904	.3551	142,746	61,740	27,038	97,082	12,199	893,055	.4051	1,649	5,903	.3790	108
Total Above Metropolitan Areas	88,422.7	57.0760	26073.1	97,400,074	64.4036	23716776	13002551	5385562	15944501	3002191	150043,133	68.0742	1,697	5,755	64.7727	113
U. S. TOTAL	154926.6	.....	44719.4	151234,526	.....	36442643	18009331	7891705	26800331	4444109	220411,068	.....	1,423	4,929	.....	.....

Potential Metropolitan County Areas

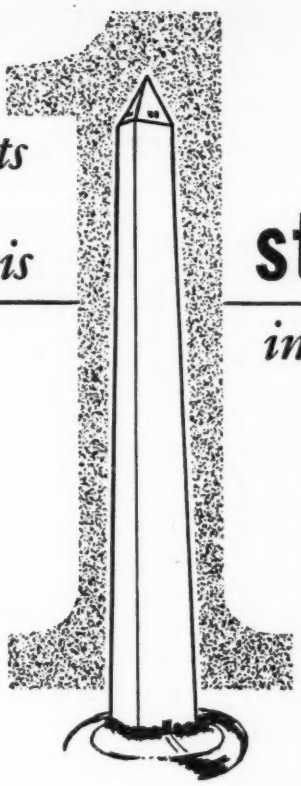
(See explanation on page 18)

163. Abilene (Taylor Co., Texas)	66.3	.0428	19.6	85,688	.0567	15,168	12,242	.3984	26,517	2,488	83,409	.0378	1,258	4,256	.0445	104
164. Anderson (Madison Co., Ind.)	107.1	.0691	33.0	100,525	.0664	23,800	11,256	5,209	20,843	3,551	163,436	.0741	1,526	4,953	.0708	102
165. Battle Creek (Calhoun Co., Mich.)	126.5	.0817	36.4	147,146	.0973	37,368	13,098	6,644	29,601	5,546	185,923	.0844	1,470	5,108	.0877	107
166. Biloxi-Gulfport (Harrison Co., Miss.)	90.2	.0582	23.1	62,037	.0410	16,048	4,972	3,625	10,735	1,968	96,551	.0438	1,070	4,180	.0458	79
167. Brownsville-Harlingen-McAllen (Cameron and Hidalga Cos., Texas)	301.2	.1944	72.2	216,137	.1429	50,428	24,974	11,628	43,422	6,248	292,751	.1328	972	4,055	.1481	76
168. Colorado Springs (El Paso Co., Colo.)	78.0	.0504	24.8	89,157	.0589	19,470	8,080	6,720	13,775	4,249	115,481	.0524	1,481	4,656	.0540	107
169. Dubuque (Dubuque Co., Iowa)	73.2	.0472	19.3	84,828	.0561	16,961	14,762	3,155	14,407	1,379	123,121	.0558	1,682	6,379	.0542	115
170. Elmira (Chemung Co., N. Y.)	89.9	.0580	26.9	112,332	.0743	25,752	10,489	6,427	23,312	2,199	131,849	.0598	1,467	4,901	.0638	110
171. Fayetteville (Cumberland Co., N. C.)	109.7	.0707	22.7	68,176	.0451	14,580	10,539	3,414	14,065	1,939	118,679	.0538	1,083	5,228	.0546	77
172. Fort Smith (Sebastian Co., Ark.)	64.9	.0419	20.0	74,196	.0491	12,521	10,768	3,027	21,271	2,107	74,963	.0340	1,155	3,748	.0401	98
173. La Crosse (La Crosse Co., Wis.)	69.5	.0449	19.8	76,781	.0508	18,428	10,236	3,818	11,745	1,626	101,677	.0461	1,463	5,135	.0473	105
174. Lewiston - Auburn (Androscoggin Co., Maine)	85.3	.0551	24.5	81,514	.0539	23,532	8,363	4,188	13,617	1,700	105,861	.0480	1,241	4,321	.0513	93
175. Lynchburg (Lynchburg City, Campbell Co., Va.)	79.1	.0511	21.0	77,062	.0510	15,207	12,614	3,584	13,973	3,094	96,588	.0439	1,221	4,599	.0475	93
176. Monroe-West Monroe (Ouachita Co., La.)	77.3	.0499	22.4	84,563	.0560	14,231	9,285	6,240	24,166	2,362	104,767	.0475	1,355	4,677	.0505	101
177. Muskegon (Muskegon Co., Mich.)	127.0	.0820	36.9	147,858	.0978	43,200	16,986	6,976	26,112	5,294	202,571	.0919	1,595	5,490	.0917	112
178. New Castle (Lawrence Co., Pa.)	107.2	.0692	30.5	100,901	.0667	28,293	8,989	7,185	17,472	2,224	152,258	.0690	1,420	4,992	.0684	99
179. Newport News (Hampton and Newport News Cities, Elizabeth City Co. and Warwick Co., Va.) *	153.4	.0990	40.5	126,538	.0837	31,960	13,583	7,474	26,676	4,110	206,910	.0939	1,349	5,109	.0919	93
180. Pensacola (Escambia Co., Fla.)	118.8	.0767	32.6	88,935	.0588	22,127	8,453	3,665	21,736	2,851	122,905	.0558	1,035	3,770	.0609	79
181. Portsmouth (Scioto Co., Ohio)	83.5	.0539	24.1	67,610	.0447	17,505	8,490	3,879	12,360	1,714	98,760	.0448	1,183	4,098	.0466	86
182. Riverside (Riverside Co., Cal.)	182.3	.1177	57.9	181,793	.1202	46,368	12,519	8,402	29,250	5,409	230,301	.1045	1,263	3,978	.1119	95
183. Salem (Marion Co., Ore.)	105.1	.0679	31.1	111,592	.0738	22,464	12,584	6,751	26,709	2,685	130,013	.0590	1,237	4,180	.0652	96
184. Texarkana (Bowie Co., Texas; Miller Co., Ark.)	96.9	.0625	28.5	83,426	.0552	20,065	9,550	3,610	15,449	2,458	98,152	1.0445	1,013	3,444	.0513	82
185. Tucson (Pima Co., Ariz.)	156.0	.1007	45.5	156,716	.1036	36,905	21,344	10,433	23,862	7,320	233,412	.1059	1,496	5,130	.1042	103
186. West Palm Beach (Palm Beach Co., Fla.)	121.1	.0782	39.3	164,189	.1086	35,146	11,164	11,274	32,939	5,668	161,956	.0735	1,337	4,121	.0850	109
187. Williamsport (Lycoming Co., Pa.)	103.4	.0667	30.9	100,267	.0663	28,177	10,649	5,521	18,509	2,456	153,300	.0695	1,483	4,961	.0680	102

*Although in the official government definition the Norfolk-Portsmouth and Newport News areas are treated separately, for many marketing purposes the two areas constitute a single integrated market.

Among major markets

WASHINGTON *is* st



in per family income . . .

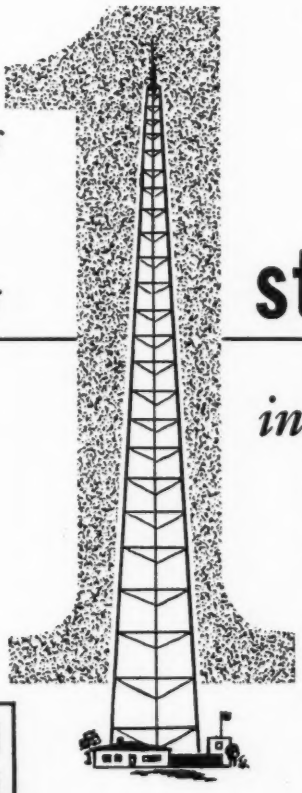
With the extraordinary per family income of $6,553 (Sales Management estimate), Washington is outranked by only four other markets in the United States, and these are *not* among markets normally classified with Washington.

Washington alone, with its 278,500 Government employees earning a monthly payroll of over one million dollars, can offer this unique buying power.

Washington is a STABLE market, a QUALITY market, a RICH market.

Among radio stations

WRC *is* st



in WASHINGTON...

Established in 1923, WRC is first in length of service to the nation's capital.

An average of 25 news shows weekly originate to the network, in whole or in part, from WRC. A number of special events and discussion programs also are fed to NBC by the Washington station. The same careful production is applied to all local programming.

WRC has the top-rated early morning show, Bill Herson's "Timekeeper," and the largest number of top-rated quarter hours (56 out of 112) between 7 and 11 p.m., Sunday through Saturday (ARB, Feb., 1952).

WRC is an ESTABLISHED station, a LISTENED-TO station, a SELLING station.

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

Per Capita, Per Family Sales, Metropolitan County Areas

SM Estimates, 1951, for all Retail Sales and Five Store Groups

CODE NUMBER	CITY and STATE	RETAIL SALES PER CAPITA SM ESTIMATES						RETAIL SALES PER FAMILY SM ESTIMATES					
		Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug	Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug
1.	Akron (Ohio)	1,097	285	174	46	217	30	3,719	966	589	155	735	101
2.	Albany-Schenectady-Troy (N. Y.)	1,261	300	187	66	203	23	4,153	988	617	218	669	77
3.	Albuquerque (N. M.)	1,037	220	95	81	184	35	3,726	790	342	289	663	126
4.	Allentown-Bethlehem-Easton (Pa.)	1,081	279	105	73	188	22	3,791	978	369	258	659	76
5.	Altoona (Pa.)	948	294	110	71	139	20	3,278	1,017	380	247	479	70
6.	Amarillo (Texas)	1,728	291	119	105	408	60	5,490	924	379	333	1,295	191
7.	Asheville (N. C.)	913	194	149	50	159	34	3,379	716	550	186	587	126
8.	Atlanta (Ga.)	1,155	218	266	52	221	39	4,081	771	940	185	781	138
9.	Atlantic City (N. J.)	1,494	375	84	72	158	47	4,895	1,231	274	236	518	155
10.	Augusta (Ga.)	662	155	103	34	125	18	2,497	585	389	129	471	67
11.	Austin (Texas)	1,007	209	105	52	200	41	3,757	781	393	198	745	152
12.	Baltimore (Md.)	1,035	282	181	50	136	37	3,680	1,001	644	178	483	130
13.	Baton Rouge (La.)	959	187	139	59	189	37	3,447	672	499	212	679	132
14.	Bay City (Mich.)	1,044	262	119	66	156	36	3,724	936	424	236	555	128
15.	Beaumont-Port Arthur (Texas)	1,189	269	142	80	243	38	4,022	908	479	270	823	129
16.	Binghamton (N. Y.)	1,096	273	158	65	201	28	3,791	944	547	226	695	99
17.	Birmingham (Ala.)	886	214	140	50	166	23	3,160	762	500	178	592	81
18.	Boston (Mass.)	1,065	296	141	47	137	34	3,805	1,056	505	169	491	122
19.	Bridgeport-Stamford-Norwalk (Conn.)	1,232	351	83	71	205	37	4,261	1,216	288	246	711	126
20.	Brockton (Mass.)	1,068	318	66	47	162	29	3,585	1,068	222	157	545	99
21.	Buffalo (N. Y.)	1,146	291	160	55	208	29	4,030	1,022	564	193	725	104
22.	Canton (Ohio)	1,058	264	114	64	177	25	3,663	913	395	222	614	87
23.	Cedar Rapids (Iowa)	1,239	212	151	76	238	42	3,957	677	482	242	761	133
24.	Charleston (S. C.)	806	212	73	51	168	25	2,987	781	268	188	619	94
25.	Charleston (W. Va.)	817	196	142	50	156	20	3,050	733	530	187	583	75
26.	Charlotte (N. C.)	1,227	234	184	65	227	34	4,538	885	680	242	838	127
27.	Chattanooga (Tenn.)	934	214	115	61	171	29	3,298	756	406	215	604	103
28.	Chicago (Ill.)	1,178	256	228	53	169	35	3,955	860	764	179	569	118
29.	Cincinnati (Ohio)	1,057	276	145	50	172	32	3,403	888	467	161	555	104
30.	Cleveland (Ohio)	1,200	318	180	58	198	39	4,049	1,075	608	197	667	132
31.	Columbia (S. C.)	981	182	106	58	246	31	3,898	724	421	229	977	123
32.	Columbus (Ga.)	732	178	89	49	167	19	2,928	714	355	198	667	76
33.	Columbus (Ohio)	1,029	224	162	52	180	33	3,521	765	554	177	615	112
34.	Corpus Christi (Texas)	1,045	232	114	65	245	35	3,882	861	422	242	911	131
35.	Dallas (Texas)	1,309	244	266	67	253	44	4,236	790	860	218	818	141
36.	Davenport-Rock Island-Moline (Ill.)	1,140	245	155	51	228	34	3,804	816	516	172	753	112
37.	Dayton (Ohio)	1,050	252	150	48	178	38	3,604	865	514	166	610	129
38.	Decatur (Ill.)	1,132	242	164	60	230	25	3,649	781	528	192	743	82
39.	Denver (Colo.)	1,220	246	229	59	234	50	3,944	794	741	191	755	162
40.	Des Moines (Iowa)	1,212	228	182	65	267	37	3,842	722	576	205	846	118
41.	Detroit (Mich.)	1,227	278	162	56	286	49	4,385	992	577	199	1,024	174
42.	Duluth (Minn.)-Superior (Wis.)	1,008	263	116	47	197	26	3,318	866	382	154	650	85
43.	Durham (N. C.)	918	172	135	63	171	30	3,502	658	513	242	650	116
44.	El Paso (Texas)	986	213	161	60	199	36	4,010	865	656	243	808	145
45.	Erie (Pa.)	1,138	291	124	67	204	23	3,974	1,015	432	233	712	82
46.	Evansville (Ind.)	1,073	234	130	66	188	39	3,529	769	427	216	619	128
47.	Fall River-New Bedford (Mass.)	857	259	64	54	115	29	2,916	880	219	184	391	100
48.	Flint (Mich.)	1,123	280	98	54	255	41	3,899	973	341	188	885	143
49.	Fort Wayne (Ind.)	1,179	251	191	63	218	36	3,888	828	630	209	719	120
50.	Fort Worth (Texas)	1,326	248	331	55	230	41	4,316	800	1,079	178	749	134
51.	Fresno (Cal.)	1,123	260	92	63	202	32	3,820	886	313	213	687	107
52.	Gadsden (Ala.)	715	187	83	47	171	20	2,619	685	305	171	628	73
53.	Galveston (Texas)	1,067	249	105	73	169	43	3,632	834	352	245	564	143
54.	Grand Rapids (Mich.)	1,195	286	154	63	195	53	4,009	958	517	210	655	178
55.	Green Bay (Wis.)	1,043	215	143	65	168	27	3,862	795	531	240	622	101
56.	Greensboro-High Point (N. C.)	1,077	208	272	70	181	28	4,065	785	1,028	263	685	105
57.	Greenville (S. C.)	967	207	127	67	207	29	3,544	758	467	246	757	105
58.	Hamilton-Middletown (Ohio)	963	262	69	55	170	24	3,413	928	244	193	603	85
59.	Harrisburg (Pa.)	1,062	243	118	62	193	33	3,643	833	407	214	662	114
60.	Hartford-New Britain (Conn.)	1,227	307	148	63	208	39	4,281	1,073	516	221	726	135
61.	Houston (Texas)	1,175	280	143	79	231	37	3,895	929	475	261	765	121
62.	Huntington (W. Va.)-Ashland (Ky.)	752	184	96	42	153	23	2,711	665	347	153	551	83
63.	Indianapolis (Ind.)	1,259	263	211	67	257	55	4,071	850	682	216	832	178
64.	Jackson (Mich.)	1,148	280	116	50	218	44	4,005	978	406	174	759	153
65.	Jackson (Miss.)	910	159	161	53	231	27	3,387	591	601	198	859	102
66.	Jacksonville (Fla.)	1,062	256	118	55	225	41	3,662	882	407	190	777	143
67.	Johnstown (Pa.)	829	226	145	45	138	14	3,119	851	547	168	519	53
68.	Kalamazoo (Mich.)	1,126	266	95	65	207	48	3,857	910	325	222	710	158
69.	Kansas City (Mo.-Kans.)	1,282	240	283	59	228	67	3,998	747	882	185	711	210
70.	Kenosha (Wis.)	1,049	276	65	45	183	27	3,528	930	220	152	617	90
71.	Knoxville (Tenn.)	816	195	123	55	146	27	3,047	728	461	207	546	100
72.	Lancaster (Pa.)	996	207	97	54	180	20	3,535	734	346	190	640	70
73.	Lansing (Mich.)	1,282	313	149	50	293	40	4,457	1,088	518	175	1,019	137
74.	Laredo (Texas)	868	201	127	40	127	30	3,770	871	551	175	551	128
75.	Lexington (Ky.)	1,127	221	150	55	159	45	4,044	793	539	199	571	162
76.	Lima (Ohio)	1,101	257	151	52	188	26	3,692	862	506	174	630	87

This Is Your Space

This Is Our Space

BUY THAT...
Very highly Hooperated,
Sales results premeditated,
CBS affiliated
Station in Des Moines!

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

Use *your* space to figure your extra profits when you sell Iowa's biggest, richest market by using the "go-power" of KRNT, CBS in Des Moines. Everything's up in Iowa's rich Polk County—population, retail sales, total effective buying income, % of U.S.A. potential, and Quality of Market Index. KRNT never was better—never a better buy! Biggest audience—morning, afternoon and evening, according to latest Hoopers. Call a Katz man for the full story on this "Know-How, Go-Now" station.

Per Capita, Per Family Sales, Metropolitan County Areas

SM Estimates, 1951, for all Retail Sales and Five Store Groups

CODE NUMBER	CITY and STATE	RETAIL SALES PER CAPITA — SM ESTIMATES						RETAIL SALES PER FAMILY — SM ESTIMATES					
		Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug	Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug
77.	Lincoln (Neb.)	1,126	187	221	44	185	39	3,843	604	716	143	598	127
78.	Little Rock (Ark.)	1,018	192	181	48	234	35	3,425	646	610	161	788	117
79.	Lorain-Elyria (Ohio)	943	263	72	47	157	27	3,300	919	252	165	551	93
80.	Los Angeles (Cal.)	1,141	270	140	78	210	40	3,428	810	420	233	632	122
81.	Louisville (Ky.)	1,013	241	121	52	202	43	3,480	828	414	178	694	147
82.	Lubbock (Texas)	1,356	206	187	71	369	51	4,777	727	660	251	1,299	181
83.	Macon (Ga.)	793	195	108	41	153	25	2,834	698	387	147	546	91
84.	Madison (Wis.)	1,041	206	115	42	163	39	3,761	743	416	152	590	140
85.	Manchester (N. H.)	1,052	324	70	79	137	23	3,507	1,081	234	262	457	76
86.	Memphis (Tenn.)	1,134	212	264	51	241	32	4,021	754	936	182	854	114
87.	Miami (Fla.)	1,284	255	117	79	206	65	4,056	806	370	250	652	205
88.	Milwaukee (Wis.)	1,188	274	196	58	207	32	4,064	939	672	200	709	109
89.	Minneapolis-St. Paul (Minn.)	1,163	241	245	54	198	36	3,884	806	817	182	661	122
90.	Mobile (Ala.)	768	200	93	40	140	36	2,790	729	338	145	510	130
91.	Montgomery (Ala.)	913	195	115	52	189	25	3,278	700	413	188	679	90
92.	Muncie (Ind.)	899	200	102	57	173	29	2,936	654	335	186	565	95
93.	Nashville (Tenn.)	1,007	216	137	57	215	29	3,592	771	490	202	765	105
94.	New Haven-Waterbury (Conn.)	1,122	301	71	67	169	34	3,860	1,037	245	232	581	118
95.	New Orleans (La.)	906	195	149	51	110	38	3,101	668	510	175	375	129
96.	New York (N. Y.)-N. E. New Jersey	1,130	320	103	71	120	28	3,806	1,077	348	241	405	94
96a.	(N. Y. Counties)	1,156	324	110	73	108	29	3,859	1,083	366	242	359	95
96b.	(N. J. Counties)	1,058	307	85	69	157	26	3,652	1,059	294	237	541	91
97.	Norfolk-Portsmouth (Va.)	835	209	70	50	140	29	3,007	753	252	180	505	106
98.	Ogden (Utah)	1,038	225	92	68	159	32	3,618	785	322	230	554	112
99.	Oklahoma City (Okla.)	1,128	212	164	66	266	42	3,529	664	513	207	832	132
100.	Omaha (Neb.)	1,195	247	144	74	257	39	4,041	834	486	249	870	133
101.	Orlando (Fla.)	1,069	239	135	62	216	42	3,416	762	433	198	690	133
102.	Peoria (Ill.)	1,009	241	145	56	184	25	3,356	803	481	187	611	84
103.	Philadelphia (Pa.)	1,008	254	146	56	140	27	3,576	899	519	200	495	96
104.	Phoenix (Ariz.)	1,120	237	120	74	214	38	3,812	808	410	251	729	131
105.	Pittsburgh (Pa.)	1,074	303	171	51	173	29	3,804	1,072	606	181	613	102
106.	Pittsfield (Mass.)	1,143	306	100	54	189	27	3,902	1,045	343	185	645	91
107.	Portland (Maine)	981	283	94	52	151	27	3,356	968	323	180	515	92
108.	Portland (Ore.)	1,198	271	210	58	232	26	3,639	824	639	176	704	80
109.	Providence (R. I.)	983	258	96	53	159	34	3,379	886	329	181	545	116
110.	Pueblo (Colo.)	942	213	145	59	200	22	3,396	770	525	214	723	80
111.	Racine (Wis.)	1,172	295	80	66	201	33	4,008	1,008	272	226	686	112
112.	Raleigh (N. C.)	1,010	189	131	62	217	32	4,082	762	530	250	876	130
113.	Reading (Pa.)	1,054	243	99	69	189	21	3,617	833	341	237	647	72
114.	Richmond (Va.)	1,048	223	193	65	155	38	3,766	802	693	233	558	138
115.	Roanoke (Va.)	1,124	259	122	88	188	33	4,062	935	442	317	680	119
116.	Rochester (N. Y.)	1,090	267	149	62	197	32	3,645	894	497	209	659	108
117.	Rockford (Ill.)	1,227	289	137	75	204	33	4,010	944	448	244	668	108
118.	Sacramento (Cal.)	1,151	271	126	86	197	38	3,815	899	417	285	653	128
119.	Saginaw (Mich.)	1,026	263	103	45	181	34	3,640	932	367	158	642	122
120.	St. Joseph (Mo.)	1,008	223	108	55	184	55	3,259	721	350	176	596	177
121.	St. Louis (Mo.)	1,020	252	142	59	174	34	3,410	843	475	197	581	113
122.	Salt Lake City (Utah)	1,119	236	191	78	186	37	3,870	817	660	263	642	130
123.	San Angelo (Texas)	1,294	257	178	75	299	40	4,409	877	608	256	1,017	136
124.	San Antonio (Texas)	961	217	142	50	176	31	3,615	816	535	189	664	116
125.	San Bernardino (Cal.)	876	232	76	45	129	30	2,855	756	246	148	421	97
126.	San Diego (Cal.)	1,025	246	96	68	193	33	3,237	778	302	216	609	105
127.	San Francisco-Oakland (Cal.)	1,136	288	135	76	184	33	3,545	900	423	238	575	103
128.	San Jose (Cal.)	1,066	254	104	67	176	33	3,595	857	352	225	595	112
129.	Savannah (Ga.)	888	222	101	54	154	27	3,065	766	347	186	530	95
130.	Scranton (Pa.)	904	259	100	56	109	20	3,184	912	352	199	384	70
131.	Seattle (Wash.)	1,105	250	190	53	179	33	3,384	767	581	162	547	100
132.	Shreveport (La.)	1,145	236	124	68	297	41	3,944	815	426	233	1,022	140
133.	Sioux City (Iowa)	1,287	239	216	45	227	41	4,216	785	708	148	745	135
134.	Sioux Falls (S. D.)	1,305	225	178	70	314	39	4,440	764	605	237	1,068	133
135.	South Bend (Ind.)	1,232	259	162	75	238	34	4,229	889	555	259	817	115
136.	Spokane (Wash.)	1,058	212	165	49	222	32	3,363	675	525	155	705	102
137.	Springfield (Ill.)	1,204	246	134	63	244	41	3,807	777	425	198	772	128
138.	Springfield-Holyoke (Mass.)	1,019	264	91	56	157	34	3,638	943	324	200	562	120
139.	Springfield (Mo.)	1,008	174	124	60	228	36	3,123	540	384	188	705	111
140.	Springfield (Ohio)	1,011	246	112	54	194	32	3,381	822	374	180	649	106
141.	Stockton (Cal.)	1,047	240	85	67	204	24	3,598	824	291	232	701	83
142.	Syracuse (N. Y.)	1,129	292	144	51	183	30	3,928	1,017	502	177	637	103
143.	Tacoma (Wash.)	817	201	88	42	167	23	2,840	698	304	147	580	79
144.	Tampa-St. Petersburg (Fla.)	1,096	229	168	59	185	37	3,376	705	517	183	569	115
145.	Terre Haute (Ind.)	1,087	242	193	55	218	34	3,380	753	602	171	678	107
146.	Toledo (Ohio)	1,221	292	171	64	246	36	4,070	973	571	212	821	121
147.	Topeka (Kans.)	1,076	230	138	66	199	33	3,381	722	434	207	625	103
148.	Trenton (N. J.)	1,209	294	121	55	195	25	4,616	1,122	463	209	745	97
149.	Tulsa (Okla.)	1,143	235	150	66	275	38	3,598	741	473	208	867	119
150.	Utica-Rome (N. Y.)	1,084	290	91	56	162	22	3,785	1,014	317	195	567	78



Here's the place!

. . . know where it's going to pay off?

On October 9th at 8 o'clock in the morning, a man stood on Manhattan's Great West Side Express Highway at 23rd Street. He marked down the license numbers of cars moving both north and south past a GOA poster advertising panel located on the drive. Shortly he had the numbers of 3861 cars, which represents JUST ONE HOUR'S NORMAL AUTOMOTIVE TRAFFIC FLOW IN ANY AVERAGE DAY AT THIS POINT.

We traced those cars to find out where their owners lived. That means that we've found out *WHERE you can expect this one GOA ad to PAY OFF!*

Here are the facts: In this typical count we found that about 52% of the cars came from New York's 5 boroughs, 24% from the New York Suburban area and 13% from near-by New Jersey.

This single ad, then, paid off *all over the place!* There's a potential sale wherever you see a dot on the map!

That's an astounding spread of influence for one panel . . . but it's exactly the sort of market penetration *pattern* you can expect from GOA panels. And when you multiply the panels in the market . . . as in a typical 50 or 100 showing . . . you multiply tremendously this market penetration factor.

But let your GOA representative show you what these market penetration facts can mean for your advertising. Call him today!

Covers 1400 Leading Cities and Towns



General Outdoor Advertising Co.
INCORPORATED

You can sell anything in America...

but at what cost?

Some ideas of special interest to manufacturers *of consumer durables* whose mounting sales costs threaten profit margins

There was a time when a manufacturer with a fair-to-middlin' product could build a profitable sales volume just by telling a helluva lot of people about it over and over again. Came competition. Came higher operating costs. Today, for many, unit sales costs *must* be reduced. *Selective* selling and *selective* advertising are indicated.

So, isn't it possible that the manufacturers of certain types of consumer durables, like home appliances, could learn something from the tried and proved marketing and advertising methods of industrial equipment manufacturers? After all, many home appliances are to the home owner what plant equipment is to the factory owner. And the manufacturers of plant equipment have *never* known the relative ease of getting business through mass-market promotion techniques. They've *always* had to learn where to aim, how to aim, how to make it pay out.

These things are Standard Order of Procedure to the experienced industrial marketer:

1. To investigate the various markets for each product in order to identify and cultivate the best prospects in the most fertile fields.

2. To apply a ruthless, realistic cross-examination to all available media so as to ferret out those which accord the best coverage of the best prospects under the best auspices—product by product and market by market.

3. To uncover the true conditions to be met in each field in terms of prospect viewpoints, prejudices, confusions and practices which might cue the best sales and advertising approaches for each product in each field.

4. To use all available devices to coordinate advertising, merchandising, sales promotion, distributor and dealer tie-in and publicity in order to squeeze the last thin dime's worth of value out of every dollar of advertising expenditure.

5. To address most of the advertising to those prospects who have an interest at the time—advertising that tells them clearly and unequivocally what they want to know about performance, range of application, sizes, prices, availability, delivery, service.

6. To illustrate and describe products in ways that will help prospective purchasers to see the advantages of the product to them. (There's a big difference between merely *stating* features and telling what the features mean to the *user.)*

7. To make full use of all forms of product literature that might apply profitably—catalogs, bulletins, handbooks, instruction manuals, informative labels, article reprints.

8. To work persistently and unceasingly for improvement in every detail of sales approach, copy, media, merchandising.

It ain't easy!

These methods and techniques, which are all in the day's work to the trained industrial marketing man, are a pain in the neck to most advertising men who've been brought up in the consumer goods field. In the past, many manufacturers have not found it necessary to dig that hard or think that hard or work that hard.

Maybe, for many, it isn't necessary today. But we can't help wondering—aren't some manufacturers of consumer durables beginning to ask themselves:

"Could the judicious application of tested and proved industrial marketing techniques help us move more of our most profitable items at lower unit sales cost?"

THE
SCHUYLER HOPPER
COMPANY
12 East 41st St., New York 17, N. Y.
LExington 2-3135
MARKETING · ADVERTISING
SALES
"Advertising that sells by helping people buy"

Per Capita, Per Family Sales, Metropolitan County Areas

SM Estimates, 1951, for all Retail Sales and Five Store Groups

CODE NUMBER	CITY and STATE	RETAIL SALES PER CAPITA SM ESTIMATES						RETAIL SALES PER FAMILY SM ESTIMATES					
		Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug	Retail Sales	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug
151.	Waco (Texas)	1,071	235	139	59	241	30	3,602	790	469	200	811	99
152.	Washington (D. C.)	1,213	272	160	57	204	53	4,334	973	574	203	728	191
153.	Waterloo (Iowa)	1,151	221	147	78	204	31	3,869	743	495	262	684	103
154.	Wheeling (W. Va.)-Steubenville (Ohio)	814	236	91	49	127	20	2,840	823	316	169	442	69
155.	Wichita (Kans.)	1,138	220	143	65	260	38	3,569	691	447	205	815	119
156.	Wichita Falls (Texas)	1,198	226	122	66	309	40	4,454	840	454	244	1,148	149
157.	Wilkes-Barre-Hazelton (Pa.)	878	238	108	55	129	17	3,181	861	390	200	468	63
158.	Wilmington (Del.)	1,138	264	64	78	200	28	3,999	934	227	276	709	98
159.	Winston-Salem (N. C.)	788	168	113	52	141	25	2,863	611	412	187	512	89
160.	Worcester (Mass.)	1,100	312	92	56	162	29	3,902	1,106	327	199	575	102
161.	York (Pa.)	941	236	94	68	160	16	3,197	800	320	223	543	55
162.	Youngstown (Ohio)	991	264	114	50	179	23	3,549	943	408	179	642	81

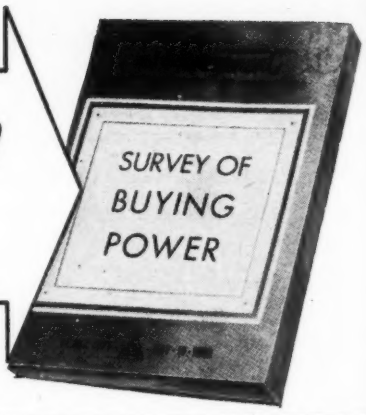
Potential Metropolitan County Areas

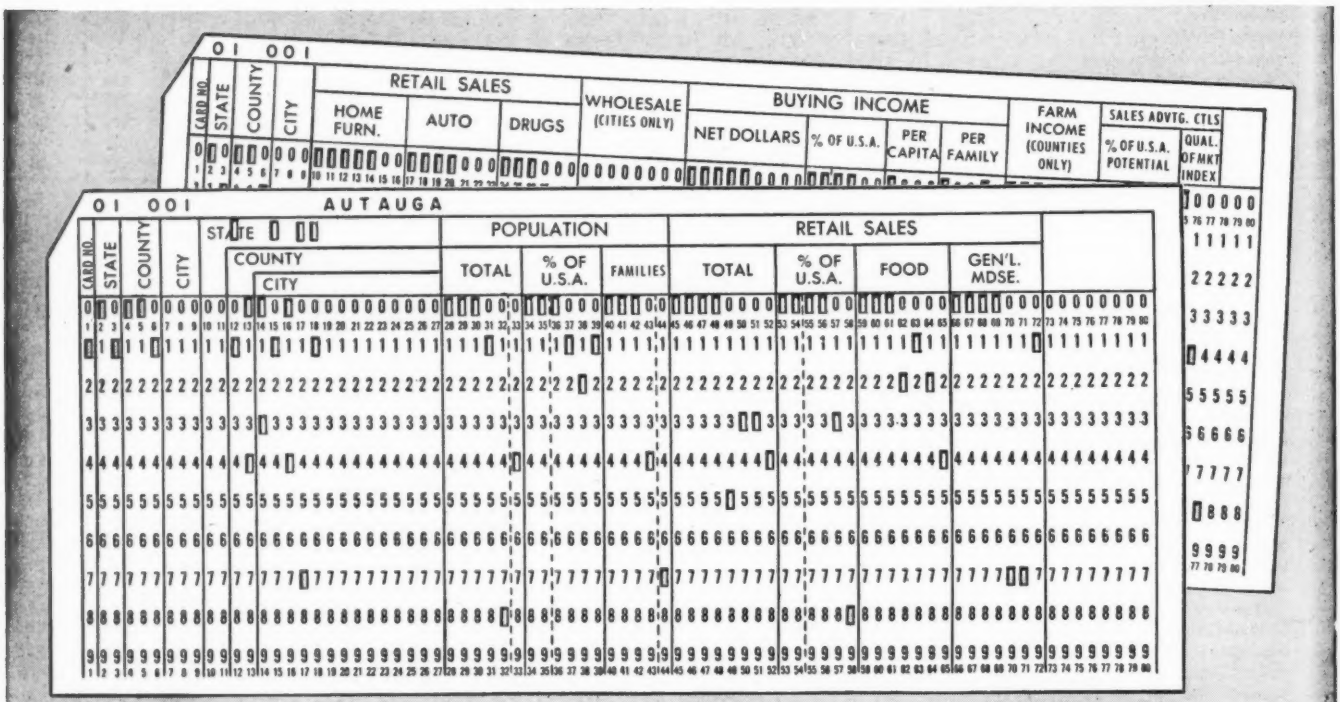
163.	Abilene (Texas)	1,292	229	185	60	400	38	4,372	774	625	203	1,353	127
164.	Anderson (Ind.)	939	222	105	49	195	33	3,048	721	341	158	632	108
165.	Battle Creek (Mich.)	1,163	295	104	53	234	44	4,042	1,027	360	183	813	152
166.	Biloxi-Gulfport (Miss.)	688	178	55	40	119	22	2,688	695	215	157	465	85
167.	Brownsville-Harlingen-McAllen (Texas)	718	167	83	39	144	21	2,994	698	346	161	601	87
168.	Colorado Springs (Colo.)	1,143	250	104	86	177	54	3,595	785	326	271	555	171
169.	Dubuque (Iowa)	1,159	232	202	43	197	19	4,395	879	765	163	746	71
170.	Elmira (N. Y.)	1,250	286	117	71	259	24	4,176	957	390	239	867	82
171.	Fayetteville (N. C.)	622	133	96	31	128	18	3,003	642	464	150	620	85
172.	Fort Smith (Ark.)	1,143	193	166	47	328	32	3,710	626	536	151	1,064	105
173.	La Crosse (Wis.)	1,105	265	147	55	169	23	3,878	931	517	193	593	82
174.	Lewiston-Auburn (Me.)	956	276	98	49	160	29	3,327	960	341	171	556	69
175.	Lynchburg (Va.)	974	192	159	45	177	39	3,670	724	601	171	665	147
176.	Monroe-West Monroe (La.)	1,094	184	120	81	313	31	3,775	635	415	279	1,079	105
177.	Muskegon (Mich.)	1,164	340	134	55	206	42	4,007	1,171	460	189	708	143
178.	New Castle (Pa.)	941	264	84	67	163	21	3,368	928	295	236	573	73
179.	Newport News (Va.)	825	208	89	49	174	27	3,124	789	336	185	659	101
180.	Pensacola (Fla.)	749	186	71	31	183	24	2,728	679	259	112	667	87
181.	Portsmouth (Ohio)	810	210	102	46	148	21	2,805	726	352	161	513	71
182.	Riverside (Cal.)	997	254	69	46	160	30	3,140	801	216	145	505	93
183.	Salem (Ore.)	1,062	214	120	64	254	26	3,588	722	405	217	859	88
184.	Texarkana (Texas; Ark.)	861	207	99	37	159	25	2,927	704	335	127	542	86
185.	Tucson (Ariz.)	1,005	237	137	67	153	47	3,444	811	469	229	524	161
186.	West Palm Beach (Fla.)	1,356	290	92	93	272	47	4,178	894	284	287	838	144
187.	Williamsport (Pa.)	970	273	103	53	179	24	3,245	912	345	179	599	79

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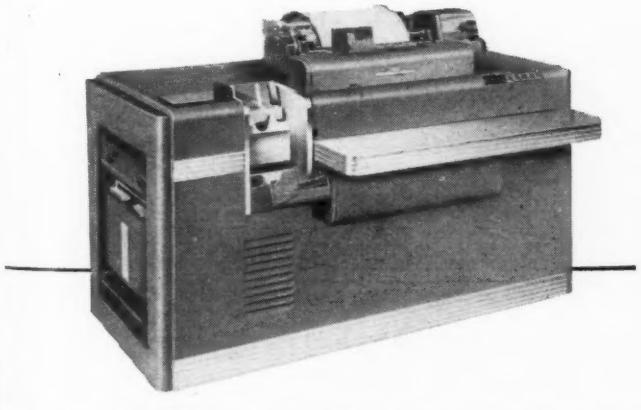
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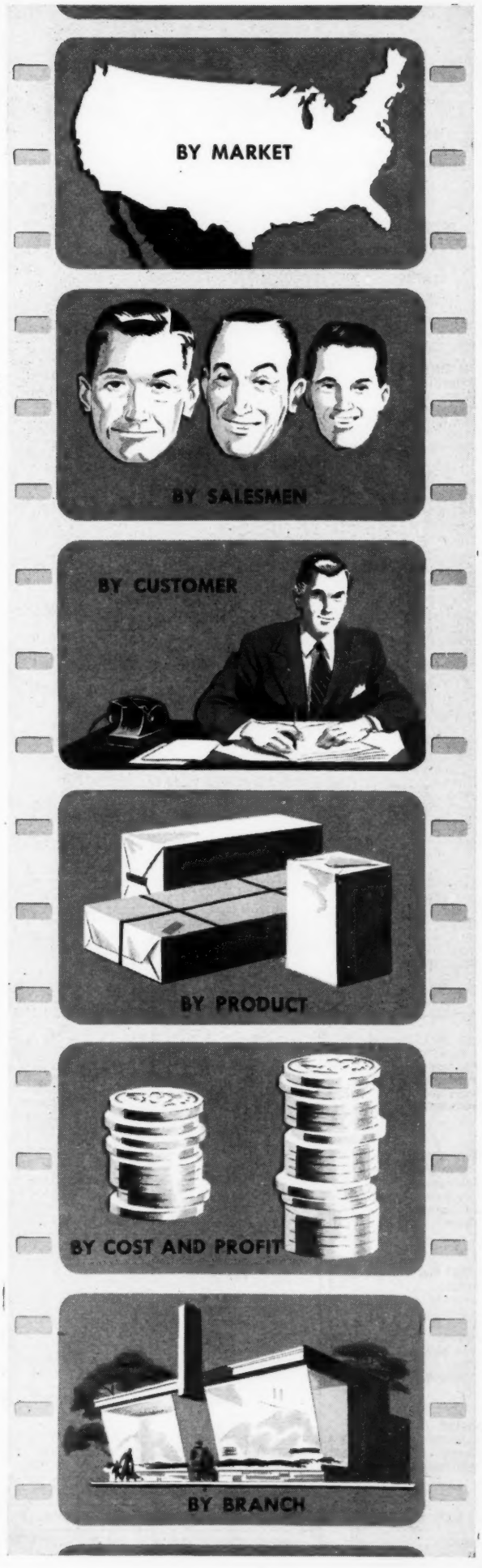
ACCOUNTING MACHINES

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INTERNATIONAL BUSINESS MACHINES

590 Madison Avenue, New York 22, N. Y.

Summary of All Data by States and Sections

SECTIONS AND STATES	Map Page Number	POPULATION SM ESTIMATES 1/1/52			RETAIL SALES—1951 SM ESTIMATES							EFFECTIVE BUYING INCOME SM ESTIMATES—1951				Buying Power Quota (% of U.S.A. Potential)	Quality of Market Index
							FIVE STORE GROUPS (in thousands of dollars)										
		Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family		
NEW ENGLAND																	
Connecticut	225	2,064.0	1.3322	595.8	2,370,480	1.5674	642,392	187,294	128,081	384,233	71,317	3,803,640	1.7257	1,843	6,384	1.5995	120
Maine	332	926.2	.5978	262.5	806,636	.5334	241,649	70,459	36,047	138,634	20,059	1,083,026	.4914	1,169	4,126	.5253	88
Massachusetts	336	4,788.0	3.0905	1,355.3	5,060,405	3.3461	1,412,981	567,239	240,315	691,046	157,107	7,558,349	3.4292	1,579	5,577	3.3366	108
New Hampshire	406	543.1	.3505	161.0	531,698	.3516	163,804	31,928	28,744	79,418	14,544	703,532	.3192	1,295	4,370	.3352	96
Rhode Island	523	818.4	.5282	234.3	768,782	.5083	208,150	71,775	40,567	122,546	26,746	1,271,130	.5768	1,553	5,425	.5465	103
Vermont	582	383.4	.2474	107.1	345,756	.2286	93,524	27,742	14,303	64,651	7,409	445,824	.2023	1,163	4,163	.2192	89
	.....	9,523.1	6.1446	2,716.0	9,883,757	6.5354	2,762,500	956,437	488,057	1,480,508	297,182	14,865,501	6.7448	1,561	5,473	6.5623	107
MIDDLE ATLANTIC																	
New Jersey	418	4,972.4	3.2096	1,432.5	5,294,728	3.5010	1,509,842	389,283	320,138	805,223	129,833	8,576,133	3.8910	1,725	5,987	3.6377	113
New York	423	15,163.9	9.7883	4,491.3	17,253,744	11.4085	4,706,522	1,720,097	989,587	2,085,568	420,079	26,023,077	11.8065	1,716	5,794	11.2836	115
Pennsylvania	512	10,687.2	6.8985	3,019.4	10,563,141	6.9846	2,745,385	1,433,454	583,085	1,689,342	258,419	16,428,073	7.4534	1,537	5,441	7.2018	104
		30,823.5	19.8964	8,943.2	33,111,613	21.8941	8,961,749	3,542,834	1,892,810	4,580,133	808,331	51,027,283	23.1509	1,655	5,706	22.1231	111
EAST NORTH CENTRAL																	
Illinois	268	8,903.0	5.7468	2,686.0	9,728,814	6.4329	2,147,123	1,540,144	443,798	1,597,043	273,762	15,279,804	6.9324	1,716	5,689	6.5455	114
Indiana	284	4,044.6	2.6106	1,218.1	3,982,288	2.6332	895,188	441,642	201,643	763,251	123,311	6,106,702	2.7706	1,510	5,013	2.6975	103
Michigan	360	6,590.3	4.2539	1,876.5	7,527,122	4.9771	1,830,337	827,618	337,734	1,600,387	274,466	10,611,700	4.8145	1,610	5,655	4.7512	112
Ohio	476	8,160.2	5.2673	2,411.5	8,346,170	5.5187	2,083,265	1,010,260	400,477	1,498,915	232,070	13,078,956	5.9339	1,603	5,424	5.6760	108
Wisconsin	612	3,505.6	2.2627	1,004.9	3,600,738	2.3809	799,817	407,317	153,037	625,777	87,506	5,035,637	2.2847	1,436	5,011	2.3091	102
		31,203.7	20.1413	9,197.0	33,185,132	21.9428	7,755,730	4,226,981	1,536,689	6,085,373	991,115	50,112,799	22.7361	1,608	5,449	21.9793	109
WEST NORTH CENTRAL																	
Iowa	300	2,659.8	1.7168	806.0	2,848,300	1.8834	540,003	266,617	126,382	545,032	70,054	3,847,135	1.7454	1,446	4,773	1.7811	104
Kansas	310	1,937.8	1.2507	607.0	1,906,835	1.2608	405,733	162,566	101,342	453,478	58,874	2,668,420	1.2107	1,377	4,396	1.2337	99
Minnesota	372	3,038.0	1.9609	875.4	3,094,894	2.0464	641,420	427,144	127,419	555,696	79,234	3,968,922	1.8007	1,306	4,534	1.9064	97
Missouri	386	4,027.2	2.5994	1,240.8	3,993,395	2.6405	841,005	589,487	200,795	735,751	149,728	5,370,549	2.4366	1,334	4,328	2.5303	97
Nebraska	397	1,338.6	.8639	407.3	1,521,869	1.0063	289,621	156,100	75,714	304,018	41,693	1,997,509	.9063	1,492	4,904	.9278	107
North Dakota	464	624.6	.4031	165.2	661,751	.4376	106,043	60,639	24,620	143,524	15,011	786,173	.3567	1,259	4,759	.3902	97
South Dakota	534	660.1	.4260	186.2	693,035	.4583	121,445	69,243	27,608	139,843	17,332	850,328	.3858	1,288	4,567	.4156	98
		14,286.1	9.2208	4,287.9	14,720,079	9.7333	2,945,270	1,731,796	683,880	2,877,342	431,926	19,489,036	8.8422	1,364	4,545	9.1851	100
SOUTH ATLANTIC																	
Delaware	236	329.4	.2126	94.4	416,145	.2752	79,848	20,092	24,451	73,571	8,979	525,202	.2383	1,594	5,564	.2442	115
Dist. of Columbia	236	829.3	.5353	235.0	1,453,386	.9610	292,827	218,762	72,170	212,343	64,766	1,567,996	.7114	1,891	6,672	.7510	140
Florida	240	2,926.7	1.8891	880.3	2,928,490	1.9364	687,475	281,595	165,022	542,373	114,982	3,426,321	1.5545	1,171	3,892	1.7360	92
Georgia	254	3,557.0	2.2958	935.2	2,506,987	1.6577	585,023	370,321	137,114	520,251	79,196	3,528,534	1.6009	992	3,773	1.7569	77
Maryland	333	2,419.1	1.5615	671.3	2,185,187	1.4449	587,963	298,389	101,780	344,083	69,644	3,479,602	1.5787	1,438	5,183	1.5351	98
North Carolina	450	4,188.2	2.7033	1,036.2	2,875,558	1.9014	635,840	406,112	175,768	582,640	81,518	4,093,195	1.8570	977	3,950	2.0396	75
South Carolina	527	2,179.9	1.4070	538.7	1,378,474	.9115	339,186	170,772	85,207	289,940	39,925	1,911,607	.8673	877	3,549	.9885	70
Virginia	589	3,434.3	2.2166	891.5	2,397,628	1.5854	564,493	304,124	126,186	441,088	79,998	3,916,728	1.7770	1,140	4,393	1.8074	82
West Virginia	605	2,040.4	1.3170	536.2	1,289,352	.8526	320,584	216,155	74,247	232,623	33,040	2,187,800	.9926	1,072	4,080	1.0155	77
		21,904.3	14.1382	5,818.8	17,431,207	11.5261	4,093,239	2,286,322	961,945	3,238,912	572,048	24,636,985	11.1777	1,125	4,234	11.8742	84
EAST SOUTH CENTRAL																	
Alabama	188	3,125.7	2.0176	815.9	1,852,900	1.2252	478,388	254,628	102,476	384,011	55,027	2,672,770	1.2126	855	3,276	1.3775	68
Kentucky	315	3,023.7	1.9518	805.5	1,920,930	1.2702	483,314	247,488	95,452	370,160	63,776	2,847,279	1.2918	942	3,535	1.4174	73
Mississippi	379	2,205.4	1.4235	571.4	1,172,821	.7755	281,481	153,774	57,809	278,965	34,884	1,583,219	.7183	718	2,771	.8765	62
Tennessee	538	3,372.4	2.1768	906.4	2,426,468	1.6044	542,291	371,422	139,270	513,075	69,034	3,292,574	1.4938	976	3,633	1.6636	76
		11,727.2	7.5697	3,099.2	7,373,119	4.8753	1,785,474	1,027,312	395,007	1,546,211	222,721	10,395,842	4.7165	886	3,354	5.3350	70
WEST SOUTH CENTRAL																	
Arkansas	198	1,930.2	1.2458	538.9	1,301,877	.8608	274,704	177,084	61,349	297,711	37,800	1,610,404	.7306	834	2,988	.8727	70
Louisiana	323	2,752.3	1.7765	754.7	1,988,420	1.3148	443,086	277,861	109,864	371,025	67,872	2,914,167	1.3222	1,059	3,861	1.4108	79
Oklahoma	488	2,252.4	1.4538	680.8	1,823,868	1.2060	402,823	206,030	91,764	431,490	65,400	2,373,741	1.0770	1,054	3,488	1.1910	82
Texas	550	7,958.8	5.1372	2,292.4	8,225,742	5.4391	1,847,719	1,031,931	420,240	1,763,469	265,332	10,440,982	4.7370	1,312	4,555	5.0277	98
		14,893.7	9.6133	4,266.8	13,339,907	8.8207	2,968,332	1,692,906	683,217	2,863,795	436,404	17,339,294	7.8668	1,164	4,064	8.5022	88
MOUNTAIN																	
Arizona	195	797.1	.5144	226.1	795,675	.5261	178,572	105,822	45,325	140,952	28,897	1,022,133	.4637	1,282	4,521	.4925	96
Colorado	221	1,364.0	.8804	409.7	1,505,041	.9952	317,191	201,918	73,331	298,933	57,488	1,915,956	.8693	1,405	4,676	.9093	103
Idaho	264	603.7	.3896	176.6	638,161	.4220	128,262	68,594	30,367	134,295	16,075	743,765	.3374	1,232	4,212	.3732	96
Montana	396	601.1	.3879	181.9	632,385	.4181	134,428	61,037	23,831	130,441	15,360	929,706	.4218	1,547	5,111	.4139	107
Nevada	405	170.8	.1102	53.6	212,686	.1406	43,379	19,303	9,259	44,312	10,268	297,941	.1352	1,744	5,559	.1318	120
New Mexico	420	708.8	.4574	187.2	586,668	.3879	124,519	58,709	28,914	118,362	20,552	776,386	.3522	1,095	4,147	.3839	84
Utah	581	718.0	.4634	198.9	726,715	.4805	150,046	101,168	42,351	135,322	21,754	936,231	.4248	1,304	4,707	.4492	97
Wyoming	617	299.5	.1933	87.9	362,156	.2395	71,896	31,998	15,841	83,358	10,557	466,484	.2116	1,558	5,307	.2163	112
		5,263.0	3.3966	1,521.9	5,459,487	3.6099	1,148,293	648,554	269,219	1,085,975	180,951	7,088,602	3.2160	1,347	4,658	3.3701	99
PACIFIC																	
California	204	11,211.3	7.2369	3,576.9	12,428,169	8.2178	3,017,859	1,341,136	777,704	2,215,474	390,369	19,081,270	8.6571	1,702	5,335	8.2414	114
Oregon	501	1,597.7	1.0312	510.4	1,857,510	1.2282	426,376	243,659	89,607	377,429	42,766	2,340,033	1.0617	1,465	4,585	1.1055	107
Washington	598	2,493.0	1.6090	781.5	2,444,546	1.6164	577,821	311,394	113,570	449,279	70,296	4,034,423	1.8304	1,618	5,162	1.7218	107
		15,302.0	9.8771	4,868.8	16,730,225	11.0624	4,022,056	1,896,189	980,881	3,042,182	503,431	25,455,726	11.5492	1,664	5,228	11.0687	112
TOTAL U. S. A.	.....	154,926.8	(100)	44,719.4	151,234,526	(100)	36,442,643	18,009,331	7,891,705	26,800,331	4,444,109	220,411,068	(100)	1,423	4,929	(100)	.....
HAWAII	.....	460.4	.2972	124.5	434,931	.2876	143,622	64,036	22,867	69,322	13,250	633,165	.2873	1,375	5,088	.2894	97



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Evening and Sunday

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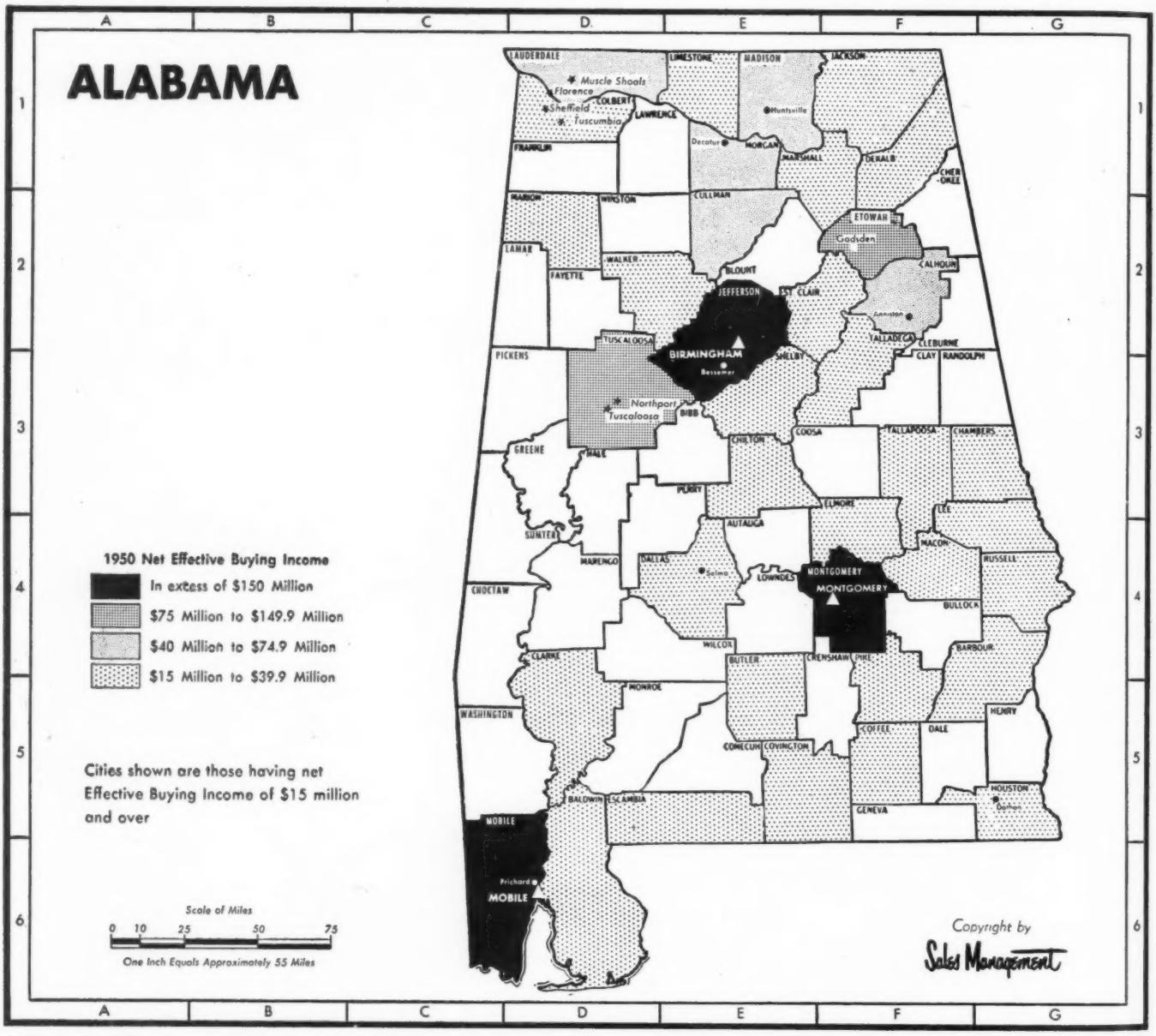
NEW FEATURES OF STATE MAPS

All state maps for the 1952 Survey have been redesigned and redrawn for SALES MANAGEMENT by the Marcia Eliot Pictofacts Studio, 110 W. 40th Street, New York 18, N. Y.

County Locating Code Numbers. Every state now has a border similar to the Alabama map below, with numerals running down the sides and letters of the alphabet at the top and bottom. This makes possible a locating code which is the first figure following the county names in the following state-county-city tabular section. See, for example, Autauga County, Ala., on the opposite page. The locating code is E4. Look down from E until you strike a point which coincides with a horizontal line running from 4, and there is Autauga County. The code indicates the point where the *name* of the county will appear.

Maps Show Effective Buying Income. Since Effective Buying Income is a measure of *ability* to buy, rather than what has been bought or where it has been bought, it is of

(*Continued on page 192*)



ALABAMA — Counties and Cities — (Other East South Central States: Kentucky, p. 314; Mississippi, p. 379; Tennessee, p. 537.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alexander City	Tallapoosa	6.5	35	7	13	10	5
Andalusia	Covington	9.2	48	11	15	9	4
Anniston	Calhoun	33.4	126	16	24	33	14
Athens	Limestone	6.3	29	13	9	13	4
Bessemer	Jefferson	29.4	135	13	23	18	11
Birmingham	Jefferson	328.4	926	82	159	146	145
Cullman	Cullman	7.5	35	13	12	23	4
Decatur	Morgan	20.4	105	15	22	29	9
Dothan	Houston	21.9	103	5	19	27	9
Florence	Lauderdale	24.5	85	13	17	22	6
Gadsden	Etowah	57.8	241	20	52	43	24
Huntsville	Madison	18.7	67	14	23	33	9
Jasper	Walker	8.7	40	13	15	18	6
Mobile	Mobile	136.6	444	38	67	56	61
Montgomery	Montgomery	108.5	346	10	54	38	41
Opelika	Lee	12.7	60	9	19	11	6
Prichard	Mobile	20.3	86	13	14	8	7
Selma	Dallas	22.8	102	11	17	21	8
Sheffield	Colbert	11.1	49	6	14	12	3
Sylacauga	Talladega	9.9	56	12	15	19	9
Talladega	Talladega	13.7	65	14	16	11	5
Tuscaloosa	Tuscaloosa	48.0	119	13	30	32	20

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Before using these figures, see explanation page 15.

It's WAPX the ABC Affiliate in MONTGOMERY

. . . Where 1951 Effective Buying Income Was Over . . . $165,000,000!!

During the ten-year period from 1939 to 1950, the Montgomery metropolitan area recorded the following increases:

Total Retail Sales up 256%
Food Sales up 310%
Furniture-Household-Radio Sales up 245%
Automotive Sales up 267%

. . . And this does *not* include the tremendous PX and Commissary sales at the Maxwell Field and Gunter Field Air Force bases.

Station WAPX helps you sell this market with radio advertising *plus* the following merchandise aids:

Mail Promotion
Express Truck Billboards
Lighted Marque, downtown
Promotion Announcements
Screen Advertising
Highway Signs
Newspaper Display Ads
Bus Cards
Personal Appearances
Theatre Displays

The Progressive Station – WAPX – Montgomery, Alabama

National Representatives: The Walker Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

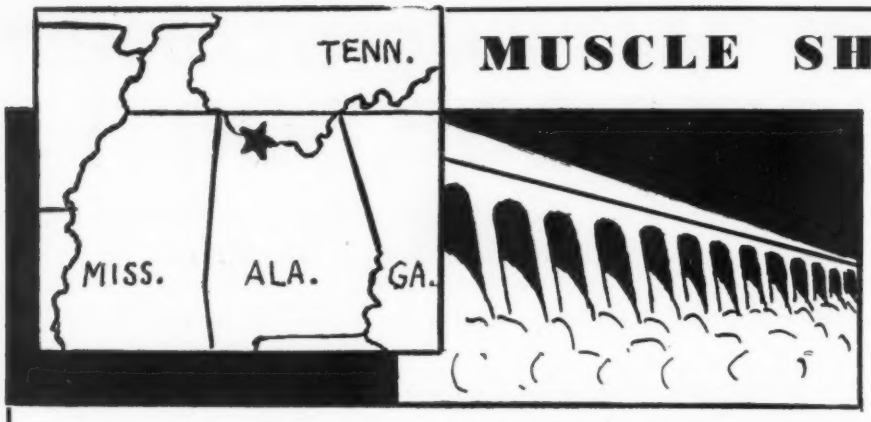
ALABAMA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Autauga	E4	.....	18.2	.0117	4.5	5,653	.0037	2,388	821	76	697	187	.....	9,468	.0043	520	2,104	.0056	48
Baldwin	D5	.....	42.6	.0275	11.3	23,410	.0155	6,642	1,535	1,023	4,583	749	.....	28,821	.0131	677	2,551	.0167	61
Barbour	F4	.....	28.9	.0186	7.2	12,086	.0080	3,668	1,832	785	2,324	357	.....	15,732	.0071	544	2,185	.0097	52
Bibb	E3	.....	17.9	.0116	4.4	7,383	.0049	1,834	2,267	229	1,663	150	.....	9,744	.0044	544	2,215	.0060	52
Blount	E2	.....	29.4	.0189	7.5	9,678	.0064	2,725	1,309	605	2,136	205	.....	13,819	.0063	470	1,843	.0089	47
Bullock	F4	.....	15.9	.0103	3.9	4,999	.0033	1,491	945	220	617	182	.....	6,951	.0032	437	1,782	.0047	46
Butler	E4	.....	29.3	.0189	7.1	14,127	.0093	3,810	2,092	656	3,466	346	.....	17,901	.0081	611	2,521	.0106	56
Calhoun	F2	.....	82.9	.0535	21.6	52,301	.0346	15,085	4,512	2,913	14,447	1,587	.....	80,009	.0363	965	3,704	.0392	73
Anniston	.....	.....	33.4	.0216	9.3	39,823	.0263	8,960	3,803	2,169	12,795	1,167	12,710	37,200	.0169	1,114	4,000	.0206	95
Chambers	F3	.....	39.8	.0257	10.4	10,986	.0073	3,747	818	270	1,508	627	.....	17,746	.0080	446	1,706	.0113	44
See West Point (Ga.)-Lanett																			
Cherokee	F1	.....	17.4	.0112	4.3	4,623	.0030	1,178	747	251	893	96	.....	10,480	.0048	602	2,437	.0055	49
Chilton	E3	.....	27.0	.0175	7.1	10,633	.0071	2,870	1,253	652	2,473	345	.....	17,381	.0079	644	2,448	.0096	55
Choctaw	C4	.....	19.3	.0124	4.5	5,684	.0037	1,233	2,058	*	1,466	66	.....	7,172	.0032	372	1,594	.0052	42
Clarke	D4	.....	26.7	.0173	6.8	17,060	.0113	2,353	3,664	745	7,073	400	.....	16,311	.0074	611	2,399	.0106	61
Clay	F2	.....	13.9	.0089	3.6	4,975	.0033	1,546	715	295	983	198	.....	8,264	.0038	595	2,296	.0047	53
Cleburne	F2	.....	12.0	.0078	3.0	3,142	.0021	1,051	737	80	930	63	.....	7,030	.0032	586	2,343	.0038	49
Coffee	F5	.....	30.9	.0199	7.8	11,433	.0075	3,452	993	606	3,257	357	.....	17,595	.0079	569	2,256	.0102	51
Colbert	D1	.....	40.5	.0262	10.8	25,776	.0171	7,413	2,221	1,390	5,881	861	.....	30,410	.0138	751	2,816	.0173	68
Sheffield	.....	.....	11.1	.0071	3.4	13,708	.0091	3,341	811	803	3,761	535	5,659	9,341	.0042	842	2,747	.0062	87
See Florence-Sheffield-Tuscumbia-Muscle Shoals																			
Conecuh	E5	.....	21.8	.0140	5.2	6,906	.0045	2,045	977	201	980	155	.....	10,078	.0046	462	1,938	.0065	46
Coosa	E3	.....	11.8	.0077	3.0	3,403	.0023	1,343	897	*	304	117	.....	5,945	.0027	504	1,982	.0036	47
Covington	E5	.....	40.5	.0261	10.9	22,000	.0145	6,380	2,010	1,624	4,022	835	.....	30,098	.0137	743	2,761	.0164	63
Andalusia	.....	.....	9.2	.0060	2.8	11,291	.0075	2,903	1,237	1,047	2,083	431	*	9,110	.0041	990	3,254	.0055	92
Crenshaw	E4	.....	18.8	.0121	4.8	7,469	.0050	1,950	1,419	204	1,583	144	.....	9,144	.0041	486	1,905	.0060	50
Cullman	E2	.....	49.8	.0322	12.5	19,597	.0129	5,886	2,269	1,153	4,885	535	.....	43,161	.0196	867	3,453	.0201	62
Cullman	.....	.....	7.5	.0048	2.5	14,531	.0096	1,998	1,775	1,057	4,495	442	*	9,410	.0043	1,255	3,764	.0060	125
Dale	F5	.....	20.9	.0135	5.5	7,224	.0048	2,987	722	457	979	324	.....	13,616	.0062	651	2,476	.0072	53
Dallas	D4	.....	56.7	.0366	14.7	33,252	.0220	8,081	4,487	1,341	6,865	1,109	.....	41,151	.0186	726	2,799	.0232	63
Selma	.....	.....	22.8	.0147	6.7	28,391	.0187	6,403	3,185	1,341	6,374	1,109	*	17,692	.0080	776	2,641	.0125	85
De Kalb	F1	.....	45.9	.0296	11.9	16,077	.0106	4,184	2,777	1,013	3,065	363	.....	23,124	.0105	504	1,943	.0144	49
Elmore	F3	.....	31.8	.0205	8.0	13,059	.0087	4,333	2,072	645	2,272	418	.....	21,791	.0099	685	2,724	.0117	57

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



MUSCLE SHOALS AREA

MKT. NO. 241

A RAPIDLY EXPANDING MULTIPLE MARKET

1951 Figures
Retail Sales
$51,089,000.00
Industrial Payroll
$36,000,000.00
Effective Buying Income
$50,152,000.00
Buying Income Per Family
Alabama $3,276.00
Local $3,828.00

- *2 Daily Newspapers*
- *3 Weekly Newspapers*
- *3 Radio Stations*
- *1 Outdoor Adv. Agency*

(Complete Market Coverage)

FOUR FAST-GROWING CITIES WITH ADJOINING CORPORATE BOUNDARIES

Principal Industries

—TENN. VALLEY AUTHORITY
Multi-million dollar power & chemical expansion for defense now under way.

—REYNOLDS ALUMINUM
A $100,000,000 Investment

—ELECTRO-METALLURGICAL
Mfgr. of Ferro-Alloys

HYDRO-ELECTRIC POWER — NATURAL GAS
AIR, RAIL AND WATER FACILITIES
TWO TRANSCONTINENTAL HIGHWAYS

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- **MUSCLE SHOALS CITY**

Urban Pop. 50,000

Trade Area 200,000

ALABAMA — (Continued)

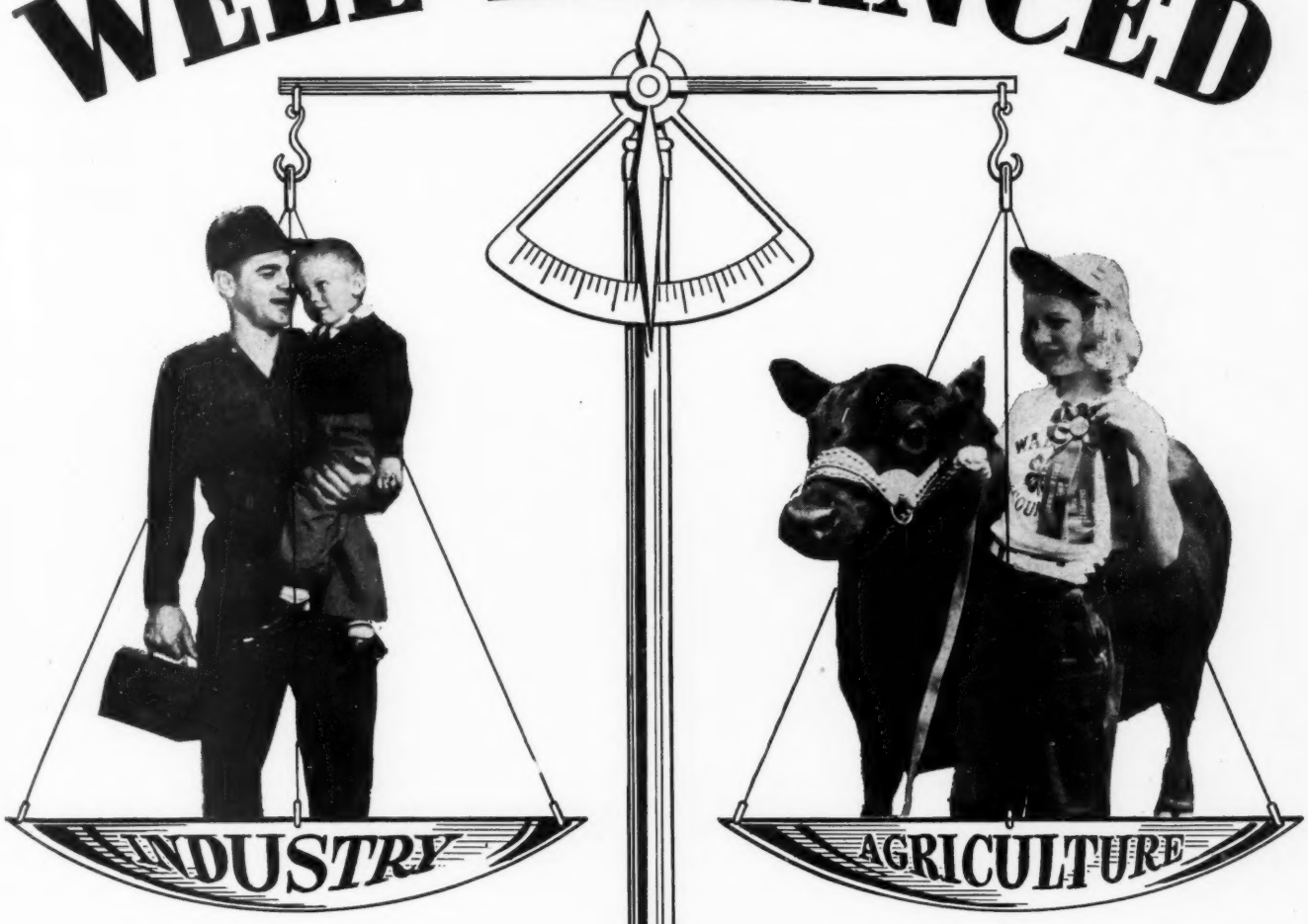
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Escambia	D5		31.9	.0206	7.8	21,036	.0139	5,104	1,584	1,217	5,930	526	.....	20,535	.0093	644	2,633	.0129	63
Etowah	F2	52	97.8	.0632	26.7	89,937	.0462	18,297	8,147	4,579	16,770	1,951	.....	100,902	.0458	1,032	3,779	.0494	78
▲Gadsden			57.8	.0373	16.5	59,993	.0397	12,940	7,604	4,314	16,234	1,702	14,396	68,224	.0310	1,180	4,135	.0349	94
Fayette	D2		19.4	.0125	5.0	7,821	.0052	1,897	1,255	305	1,416	163	.....	13,443	.0061	693	2,689	.0071	57
Franklin	D1		26.0	.0168	6.7	11,544	.0076	3,212	1,441	852	2,169	325	.....	14,805	.0067	569	2,210	.0090	54
Geneva	F5		25.8	.0166	6.6	11,976	.0079	2,514	2,179	468	3,391	335	.....	13,421	.0061	520	2,033	.0087	52
Greene	D3		16.6	.0107	4.1	6,737	.0045	1,421	1,278	*	981	168	.....	6,858	.0031	413	1,673	.0050	47
Hale	D3		20.6	.0133	5.0	6,426	.0043	1,730	1,370	167	992	199	.....	9,185	.0042	446	1,837	.0061	46
Henry	G5		18.6	.0120	4.4	7,024	.0046	1,474	1,107	*	1,994	223	.....	9,981	.0045	537	2,268	.0060	50
Houston	G5		47.3	.0306	12.7	34,255	.0226	7,436	2,521	1,716	10,520	909	.....	40,994	.0186	867	3,228	.0222	73
Dothan			21.9	.0142	6.4	30,624	.0203	5,339	1,956	1,647	9,795	770	*	25,109	.0114	1,147	3,923	.0146	103
Jackson	F1		39.0	.0251	9.6	13,301	.0088	2,718	2,511	619	2,744	334	.....	18,029	.0082	462	1,878	.0118	47
Jefferson	E2	17	572.1	.3693	160.4	506,896	.3352	122,256	80,184	28,518	94,917	12,964	.....	740,984	.3362	1,295	4,620	.3425	93
▲Birmingham			328.4	.2120	98.0	392,500	.2595	81,037	63,722	24,151	85,094	9,803	378,945	490,635	.2226	1,494	5,006	.2315	109
Bessemer			29.4	.0189	8.3	32,755	.0217	9,107	3,171	2,046	7,955	869	9,899	36,632	.0166	1,246	4,413	.0186	98
Lamar	D2		16.3	.0106	4.2	5,011	.0033	1,396	1,097	158	1,116	148	.....	9,424	.0043	578	2,244	.0053	50
Lauderdale	D1		55.8	.0360	14.9	34,052	.0225	7,835	4,825	1,526	8,790	949	.....	59,401	.0269	1,065	3,987	.0274	76
Florence-Sheffield-Tuscumbia-Muscle Shoals			*44.5*	*.0287*	*13.1*	*51,089*	*.0338*	*11,076*	*4,507*	*2,684*	*14,289*	*1,738*	*	*50,152*	*.0228*	*1,127*	*3,828*	*.0273*	*85*
Florence			24.5	.0158	7.2	28,409	.0187	5,385	2,789	1,234	8,408	877	6,911	30,338	.0138	1,238	4,214	.0157	99
Lawrence	D1		27.4	.0177	6.6	6,274	.0042	2,260	1,187	218	941	279	.....	10,181	.0046	372	1,543	.0071	40
Lee	F3		46.6	.0300	11.1	24,318	.0161	6,924	1,720	1,411	3,639	964	.....	36,925	.0168	792	3,327	.0192	64
Opelika			12.7	.0082	3.6	15,993	.0106	3,427	1,230	1,081	3,336	439	*	10,271	.0046	809	2,853	.0071	87

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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WELL BALANCED



Alabama led the entire Southeast in detense expansion in 1951. 181 million dollars in certificates of necessity were granted by the Defense Production Authority to Alabama plants . . . 50% more than any other Southeastern state.

Birmingham is spearheading this state-wide industrial growth. During the last 2 years, in Birmingham alone, 200 million dollars were invested in new industries and expansion of existing plants.

In Alabama there are fewer farms but larger ones—fewer farmers but more prosperous ones.

Farm income is 4 times as great as in 1940. The Livestock industry in Alabama showed the 4th largest increase in the nation—other diversified crops have spurted, too.

4-H and FFA train today's youngsters for progressive farming. Alabama is first in the nation in 4-H membership.

PACE-SETTING ALABAMA LEADS THE FABULOUSLY GROWING SOUTH!

—SERVING ALABAMA—

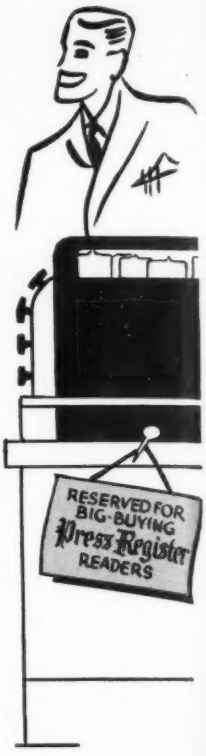
WSGN-FM-WSGN
"Alabama's Best Buy Far"

The Birmingham News
Birmingham Post-Herald
MORNING • EVENING • SUNDAY
NATIONAL REPRESENTATIVES: KELLY-SMITH COMPANY

Sources: Dept. of Comm. Statistical Abstract, U. S. Census, Bureau of Agricultural Economics



IT'S MOBILE FOR A "quick dollar"



AND CONTINUING PROFITS!

Same-day results and *dependable* sales are the rule for advertisers in the Mobile newspapers. Look at the SM Income Map for Alabama. You'll find Mobile County is a stand-out: FIRST in EBI per family! Even more attractive, its retail sales increased $20,183,000 in one year—a percentage of increase *double* that of Alabama. Food sales rose $7,130,000.

Yes, you can build a solid market and make a quick dollar in Mobile newspapers, where every cent of line rate influences $6,736,000 in metro county retail sales, the second highest ratio in Alabama!

Mobile County Retail Sales

	1951	Gain vs. '50	% Gain
Total	$188,608,000	$20,183,000	12%
Food	49,257,000	7,130,000	17
Gen. Mer.	22,848,000	2,383,000	12
Drug	8,817,000	1,776,000	25

Sources: Sales Management, ABC

The Mobile Press Register

MORNING — EVENING — SUNDAY

Representative: The John Budd Company

Owners and operators of Radio Station WABB-AM-FM

(*Continued from page 188*)

utmost significance in determining where to put pressure on the sections of the consuming public likely to be most responsive to promotion and advertising campaigns. Consequently the shading on the counties has been shifted from the retail sales formula in previous *Surveys*, to the more realistic Effective Buying Income, and the shading shows five variations of size groups, ranging from the black counties with EBI in excess of 150 million to white counties, which have less than 15 million.

The *cities* shown are those with Net Effective Buying Income of 15 million dollars or more in 1950.

Scale of Miles. As a further refinement for the 1952 maps, a scale of miles has been developed which is sufficiently precise for estimating the distances which salesmen must travel to cover territories laid out with the aid of potentials as disclosed in this *Survey of Buying Power*.

Population Size Coded for Cities. These listed cities are further refined by three broad population size groups, as of Jan. 1, 1952, shown by the size of the type, and by these four symbols: •—under 50M; ■—50M to 100M; ▲—over 100M; ★—multiple city. The *shape* is the determining factor, not the color, which varies according to the background of the county shading.

ALABAMA — (Continued)

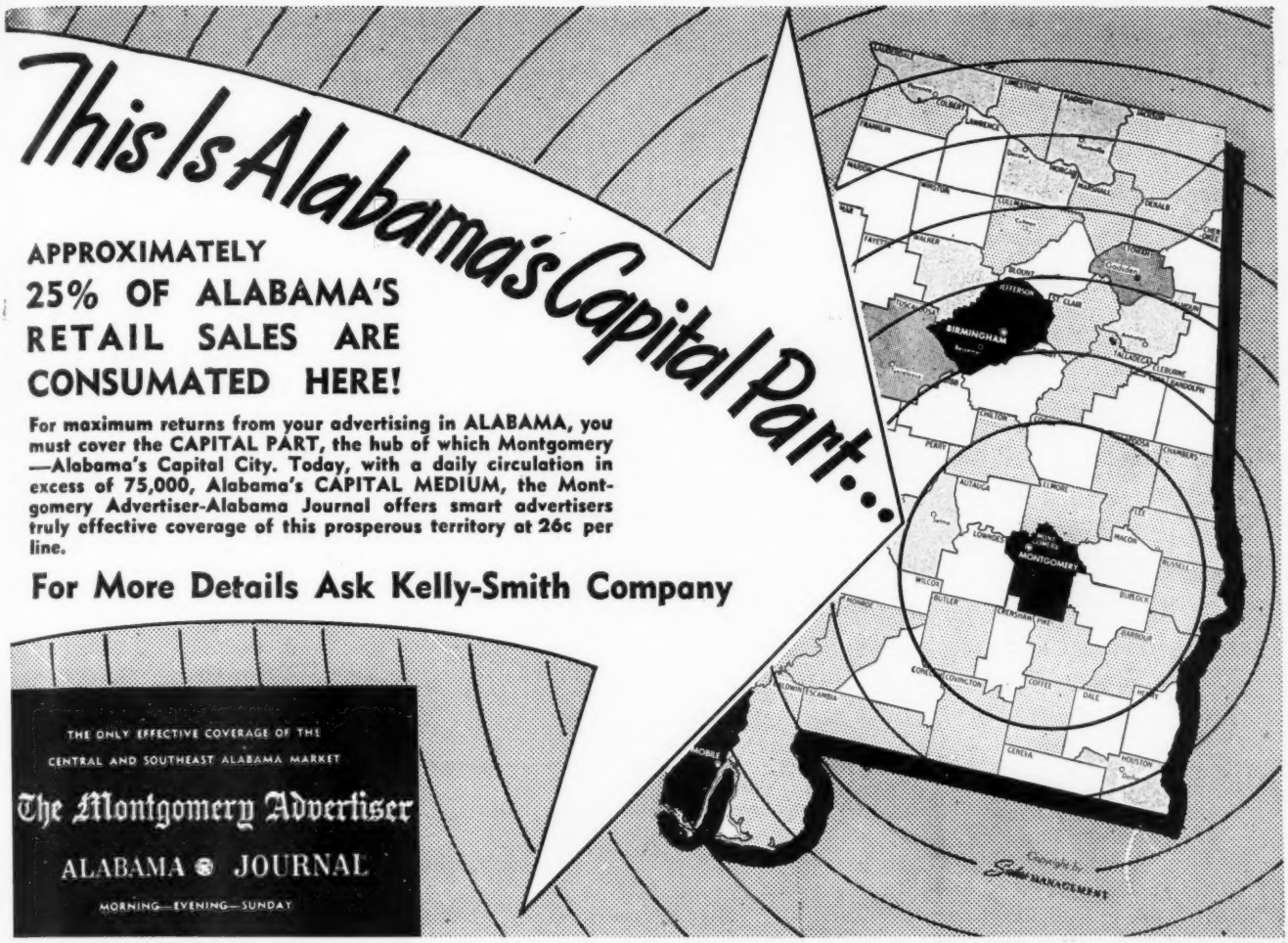
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)!	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Limestone	E1		36.2	.0234	9.0	14,865	.0098	4,077	1,760	566	2,917	412		20,927	.0095	578	2,325	.0124	53
Athens			6.3	.0041	1.8	11,251	.0074	1,876	1,171	464	2,808	319	•	3,898	.0018	619	2,166	.0039	95
Lowndes	E4		17.8	.0115	4.2	4,887	.0032	1,042	1,598	•	1,485	33		8,968	.0041	504	2,135	.0053	48
Macon	F4		31.4	.0203	6.8	9,916	.0066	3,458	870	433	1,736	256		17,093	.0077	544	2,514	.0099	49
Madison	E1		77.5	.0500	19.8	51,248	.0339	10,553	8,857	2,115	10,584	1,161		62,680	.0284	809	3,166	.0344	69
Huntsville			18.7	.0121	5.8	40,040	.0265	5,524	6,648	2,027	10,274	926	15,544	18,823	.0085	1,007	3,245	.0146	121
Marengo	D4		29.3	.0189	7.3	12,988	.0085	2,896	2,516	1,008	2,329	329		14,987	.0068	512	2,053	.0097	51
Marion	D2		27.6	.0178	7.0	10,020	.0067	2,721	1,753	480	2,561	249		15,956	.0073	578	2,279	.0092	52
Marshall	E1		45.8	.0296	12.2	28,061	.0185	5,732	2,788	1,892	8,216	789		34,036	.0154	743	2,790	.0192	65
Mobile	C5	90	245.7	.1586	67.6	188,608	.1247	49,257	22,848	9,818	34,485	8,817		318,230	.1444	1,295	4,708	.1413	89
▲Mobile			136.6	.0882	39.6	152,946	.1012	32,773	20,180	8,441	32,130	7,388	105,069	200,655	.0911	1,469	5,067	.0935	106
Prichard			20.3	.0131	5.5	15,369	.0101	6,278	745	1,216	1,573	604	3,166	20,768	.0094	1,023	3,776	.0103	79

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALABAMA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALE SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Monroe	D5		25.7	.0166	6.1	10,463	.0070	2,702	2,382	581	2,637	194		13,568	.0062	528	2,224	.0085	51
Montgomery	F4	91	141.9	.0916	39.5	129,492	.0856	27,636	16,308	7,436	26,816	3,536		165,163	.0749	1,164	4,181	.0815	89
▲Montgomery			108.5	.0700	31.8	122,188	.0808	23,605	15,807	7,170	25,475	3,536	117,874	135,189	.0613	1,246	4,251	.0689	98
Morgan	E1		54.1	.0349	14.9	38,352	.0253	10,408	3,188	2,396	10,067	816		47,776	.0217	883	3,206	.0254	73
Decatur			20.4	.0132	6.3	28,433	.0188	6,616	2,165	1,962	7,748	668	*	23,567	.0107	1,155	3,741	.0136	103
Perry	E3		20.0	.0129	4.7	7,743	.0052	1,809	1,354	227	1,087	217		9,729	.0044	486	2,070	.0063	49
Pickens	D2		24.4	.0158	5.9	9,039	.0059	2,231	1,188	299	2,129	258		12,292	.0056	504	2,083	.0077	49
Pike	F4		30.7	.0198	7.9	14,860	.0099	4,185	2,458	624	2,883	550		22,549	.0102	734	2,854	.0120	61
Randolph	F2		22.5	.0145	5.7	9,183	.0060	2,662	1,207	486	2,329	198		11,335	.0051	504	1,989	.0073	50
Russell	G4	32	41.3	.0267	10.3	9,930	.0066	3,269	1,150	520	398	293		21,485	.0098	520	2,086	.0122	46
Saint Clair	E2		27.0	.0174	6.7	10,074	.0067	3,684	1,374	487	1,562	359		16,052	.0073	595	2,396	.0091	52
Shelby	E2		30.9	.0199	7.8	10,955	.0072	4,909	1,259	784	1,466	302		16,820	.0076	544	2,156	.0099	50
Sumter	D4		23.5	.0152	5.6	8,210	.0054	1,465	2,150	446	1,791	143		10,864	.0049	462	1,940	.0071	47
Talladega	F2		66.1	.0427	16.0	34,038	.0225	10,782	3,279	2,734	8,854	1,032		40,893	.0186	619	2,556	.0246	58
Sylacauga			9.9	.0064	2.9	15,363	.0102	3,601	1,230	1,087	5,387	499	*	7,921	.0036	800	2,731	.0061	95
Talladega			13.7	.0088	3.4	12,410	.0082	3,342	1,230	1,273	3,142	387	2,777	8,820	.0040	644	2,594	.0062	70
Tallapoosa	F3		35.0	.0226	9.3	18,836	.0125	5,546	2,413	1,667	4,385	805		21,652	.0098	619	2,328	.0132	58
Alexander City			6.5	.0042	2.0	11,380	.0075	2,583	1,145	1,317	3,970	522		4,937	.0023	760	2,469	.0042	100
Tuscaloosa	D2		97.4	.0628	23.2	51,780	.0342	14,313	5,107	4,074	7,997	1,917		86,765	.0394	891	3,740	.0425	68
Tuscaloosa-Northport			*52.1*	*.0336*	*12.6*	*45,268*	*.0299*	*10,358*	*4,085*	*4,074*	*7,997*	*1,893*	*	*59,758*	*.0271*	*1,147*	*4,743*	*.0292*	*87*
Tuscaloosa			48.0	.0310	11.4	42,590	.0282	9,336	3,202	4,074	7,997	1,722	23,655	55,036	.0249	1,147	4,828	.0271	87
Walker	D2		64.3	.0415	16.6	33,031	.0219	12,291	4,041	2,698	6,108	830		39,779	.0180	619	2,396	.0239	58
Jasper			8.7	.0056	2.6	18,261	.0120	3,284	2,103	1,809	5,331	439	6,244	7,750	.0035	891	2,981	.0065	116
Washington	C5		15.8	.0102	3.7	3,973	.0026	1,408	1,250	45	826	27		4,559	.0021	289	1,232	.0039	38
Wilcox	E4		23.5	.0152	5.4	5,996	.0040	1,523	2,069		857	85		9,299	.0042	396	1,722	.0063	41

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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MOBILE: Far Ahead of the National Trend in Sales and Income

Retail Sales Gains—1951 over 1950

MOBILE (CITY)	MOBILE METRO. CO. AREA	U. S. A.	ALABAMA
12%	12%	8%	6%

Income Gains—1951 over 1950

19%	13%	10%	12%

TOP QUALITY INCOME MARKET

WALA delivers Alabama's top quality income market. The city of Mobile has the highest family income in the state—$5,067. And Greater Mobile — (the county market) — leads all the state's counties in family buying power . . . with $4,708 . . . ranks 4th among all Alabama's counties *and* cities.

THE GREATER MOBILE MARKET

	City	County
Population	136,600	247,700
Retail Sales	$152,946,000	$188,608,000
Food	32,773,000	49,257,000
Gen. Merchandise	20,180,000	22,848,000
Furniture-House	8,441,000	9,818,000
Automotive	32,130,000	34,485,000
Drug	7,338,000	8,817,000
Income	200,655,000	318,230,000
Income Per Family	5,067	4,708

WALA

. . . NBC . . . National Representatives: Headley Reed

PAPE BROADCASTING CO., INC., MOBILE, ALABAMA . . . *"A Generation's Experience in Selling to Mobile"*

ALABAMA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Winston	D2		18.5	.0120	4.6	6,830	.0045	1,680	906	1,138	1,844	208		11,303	.0051	611	2,457	.0063	53
Total Above Cities			956.3	.6173	277.8	1,138,249	.7526	239,658	146,909	71,730	266,165	35,154	702,849	1,231,326	.5586	1,288	4,432	.6281	102
State Total			3125.7	2.0176	815.9	1,852,900	1.2252	478,388	254,628	102,476	384,011	55,027		2,672,770	1.2126	855	3,276	1.3775	68
Per Capita Sales						593		153	81	33	123	18							
Per Family Sales						2,271		586	312	126	471	67							

ALABAMA— SM Standard Metropolitan County Areas

Birmingham		17	572.1	.3694	160.4	506,896	.3352	122,256	80,184	28,518	94,917	12,964		740,984	.3362	1,295	4,620	.3425	93
Gadsden		52	97.8	.0632	26.7	69,937	.0462	18,297	8,147	4,579	16,770	1,951		100,902	.0458	1,032	3,779	.0494	78
Mobile		90	245.7	.1587	67.6	188,608	.1247	49,257	22,848	9,818	34,485	8,817		318,230	.1444	1,295	4,708	.1413	89
Montgomery		91	141.9	.0916	39.5	129,492	.0856	27,636	16,308	7,438	26,816	3,536		165,163	.0749	1,164	4,181	.0815	89

ARIZONA—Counties and Cities—

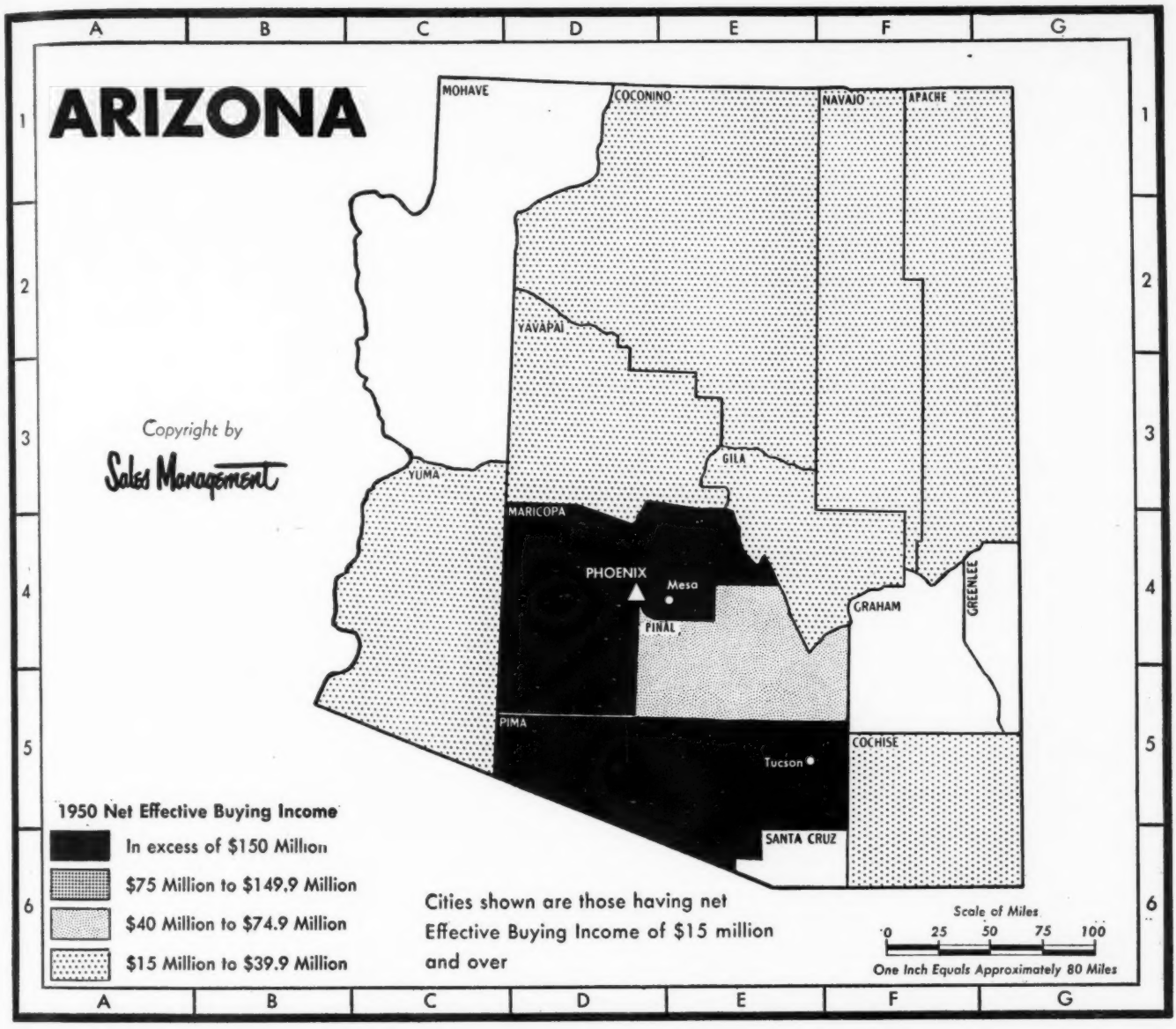
(Other Mountain States; Colorado, p. 221; Idaho, p. 263; Montana, p. 394; Nevada, p. 404; New Mexico, p. 420; Utah, p. 578; Wyoming, p. 616.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Douglas	Cochise	9.4	39	6	10	9	2
Flagstaff	Coconino	7.8	20	5	9	13	4
Mesa	Maricopa	18.3	47	6	14	22	5
Nogales	Santa Cruz	6.2	19	6	7	7	5
Phoenix	Maricopa	111.7	286	63	101	105	58
Prescott	Yavapai	6.7	28	4	6	20	5
Tucson	Pima	49.9	145	25	52	55	36
Yuma	Yuma	9.6	25	11	10	20	6

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Before using these figures, see explanation page 15.

Table of Contents is on Pages 1, 3 and 5



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ARIZONA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Apache	F1	.....	27.7	.0179	5.3	7,097	.0047	1,154	3,567	149	761	144	.....	20,207	.0092	729	3,813	.0095	53
Cochise	F5	.....	31.4	.0202	9.6	31,308	.0207	8,484	4,886	923	5,344	975	.....	36,899	.0166	1,169	3,823	.0185	92
Douglas	.....	.....	9.4	.0061	2.9	12,054	.0080	3,083	2,246	828	2,336	163	*	11,696	.0053	1,244	4,033	.0063	103
Coconino	D1	.....	24.8	.0161	6.2	25,516	.0169	4,186	3,947	901	4,664	585	.....	23,684	.0108	955	3,820	.0136	84
Flagstaff	.....	.....	7.8	.0050	2.3	15,890	.0105	2,571	2,432	751	3,891	414	4,175	9,415	.0043	1,207	4,093	.0063	126
Gila	E3	.....	24.4	.0156	7.0	20,943	.0138	5,537	4,804	575	3,225	833	.....	24,234	.0110	993	3,462	.0128	82
Graham	F4	.....	13.2	.0085	3.5	12,785	.0085	2,297	1,110	1,036	3,042	324	.....	14,768	.0067	1,119	4,219	.0076	89
Greenlee	F4	.....	13.4	.0087	3.5	9,093	.0060	3,065	3,006	321	1,137	209	.....	13,479	.0061	1,006	3,851	.0068	78
Maricopa	D4	104	358.5	.2314	105.3	401,357	.2654	85,050	43,197	26,442	76,808	13,802	.....	482,267	.2188	1,345	4,580	.2353	102
▲Phoenix	.....	.....	111.7	.0721	36.6	269,604	.1782	41,392	37,001	21,498	56,659	8,871	153,712	202,175	.0917	1,810	5,524	.1137	158
Mesa	.....	.....	18.3	.0118	5.1	24,295	.0161	5,771	4,785	1,828	6,465	519	2,025	21,855	.0099	1,194	4,285	.0121	103
Mohave	C1	.....	8.6	.0055	2.7	11,005	.0072	2,383	2,552	128	1,928	235	.....	12,218	.0055	1,421	4,525	.0060	109
Navajo	F1	.....	30.2	.0195	7.1	18,840	.0125	3,693	4,775	567	2,581	700	.....	33,016	.0150	1,093	4,650	.0152	78
Pima	D5	185	156.0	.1007	45.5	156,716	.1038	36,905	21,344	10,433	23,862	7,320	.....	233,412	.1059	1,496	5,130	.1042	103
△Tucson	D5	.....	49.9	.0322	15.3	124,147	.0821	23,709	18,560	10,178	22,054	5,586	32,379	94,721	.0430	1,898	6,191	.0526	163
Pinal	D4	.....	45.9	.0297	11.8	28,324	.0188	9,373	1,780	1,066	4,434	1,142	.....	51,935	.0236	1,131	4,401	.0234	79
Santa Cruz	E6	.....	9.4	.0060	2.6	13,413	.0088	2,747	5,038	636	1,848	747	.....	13,356	.0060	1,421	5,137	.0068	113
Nogales	.....	.....	6.2	.0040	1.6	12,374	.0082	2,268	3,803	609	1,848	747	*	10,754	.0049	1,735	6,721	.0057	143

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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ARIZONA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Yavapai	D2		25.1	.0162	7.8	26,892	.0178	6,313	2,069	1,238	6,582	952		27,760	.0126	1,106	3,559	.0149	92
Prescott			6.7	.0044	2.7	16,688	.0110	3,298	927	1,055	4,778	718	4,554	10,951	.0049	1,634	4,056	.0066	150
Yuma	C3		28.5	.0184	8.2	32,386	.0214	7,385	3,727	910	4,736	929		35,098	.0159	1,232	4,280	.0181	98
Yuma			9.6	.0062	3.1	24,239	.0160	4,614	2,681	826	4,477	642	*	16,294	.0074	1,697	5,256	.0097	156
Total Above Cities			219.6	.1418	69.6	499,291	.3301	86,706	72,435	37,573	102,508	17,660	196,845	377,861	.1714	1,721	5,429	.2130	150
State Total			797.1	.5144	226.1	795,675	.5261	178,572	105,822	45,325	140,952	28,897		1,022,133	.4637	1,282	4,521	.4925	96
Per Capita Sales						998		224	133	57	177	36							
Per Family Sales						3,519		790	468	200	623	128							

ARIZONA — SM Standard Metropolitan County Areas

Phoenix		104	358.5	.2314	105.3	401,357	.2654	85,050	43,197	26,442	76,808	13,802		482,267	.2188	1,345	4,580	.2353	102
△Tucson		185	156.0	.1007	45.5	156,716	.1036	36,905	21,344	10,433	23,862	7,320		233,412	.1059	1,498	5,130	.1042	103

ARKANSAS — Counties and Cities —

(Other West South Central States: Louisiana, p. 322; Oklahoma, p. 486; Texas, p. 546.)

(Arkansas state map—page 198)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Batesville	Independence	6.4	32	6	10	20	4
Blytheville	Mississippi	16.5	106	12	15	21	12
Camden	Ouachita	12.6	59	9	15	20	7
Conway	Faulkner	8.7	47	9	11	16	5
El Dorado	Union	23.3	112	9	19	34	16
Fayetteville	Washington	17.6	51	10	13	25	5
Forrest City	St. Francis	7.7	42	7	11	15	6
Fort Smith	Sebastian	48.6	172	18	40	60	20
Helena	Phillips	11.3	45	9	11	15	8
Hope	Hempstead	8.5	63	14	12	19	5
Hot Springs	Garland	30.1	148	13	33	30	32
Jonesboro	Craighead	16.7	72	8	18	22	7
Little Rock	Pulaski	105.3	376	35	64	61	58
Magnolia	Columbia	7.0	30	11	7	12	5
Newport	Jackson	6.3	36	7	11	16	4
North Little Rock	Pulaski	43.8	204	16	31	38	20
Osceola	Mississippi	5.1	20	9	5	7	5
Paragould	Greene	9.8	61	7	11	16	17
Pine Bluff	Jefferson	38.2	178	8	26	35	12
Searcy	White	6.1	21	8	8	19	4
Springdale	Washington	6.0	33	8	6	7	4
Stuttgart	Arkansas	7.4	39	4	11	17	4
Texarkana	Miller	16.1	88	6	12	16	9
West Memphis	Crittenden	9.3	53	6	8	9	5

Arkansas	E5		23.7	.0153	6.9	25,256	.0167	4,707	1,367	1,118	5,146	717		22,404	.0102	945	3,247	.0131	8
Stuttgart			7.4	.0048	2.4	17,230	.0114	2,635	512	806	4,364	519	2,901	7,433	.0034	1,004	3,097	.0060	12
Ashley	D7		25.8	.0167	6.8	13,398	.0089	3,594	3,245	317	2,421	382		13,178	.0059	511	1,938	.0090	5
Baxter	D1		12.0	.0077	3.5	7,126	.0047	1,519	508	207	2,698	202		6,322	.0029	527	1,806	.0043	56
Benton	A1		38.8	.0250	12.0	33,020	.0218	6,360	2,015	1,138	5,215	754		31,500	.0143	812	2,625	.0186	74
Boone	C1		16.5	.0107	5.0	14,249	.0094	2,500	1,546	826	4,291	330		18,363	.0083	1,113	3,673	.0090	84
Bradley	D6		16.1	.0104	4.4	11,188	.0074	2,027	2,539	502	2,914	234		11,730	.0054	729	2,666	.0070	67
Calhoun	C6		7.0	.0045	1.8	2,380	.0016	570	536	40	*	26		3,864	.0017	552	2,147	.0021	47
Carroll	B1		13.2	.0085	4.2	6,971	.0046	1,597	562	456	1,258	317		10,054	.0046	762	2,394	.0054	64
Chicot	E7		22.1	.0143	6.4	12,391	.0082	3,173	1,548	394	1,863	370		10,912	.0049	494	1,705	.0078	55
Clark	B5		23.2	.0150	8.3	14,782	.0098	3,202	1,768	615	4,193	434		16,902	.0077	729	2,683	.0098	65
Clay	F1		26.9	.0173	7.5	12,359	.0081	2,753	1,518	1,156	2,446	312		17,115	.0078	636	2,282	.0098	57
Cleburne	D3		11.5	.0075	3.2	3,774	.0025	841	506	72	507	120		7,894	.0035	686	2,467	.0040	53
Cleveland	D6		9.0	.0058	2.4	2,070	.0014	683	493	15	*	55		5,121	.0024	569	2,134	.0028	48
Columbia	B7		28.9	.0188	7.9	17,274	.0114	3,244	2,680	877	4,495	650		20,794	.0094	720	2,632	.0118	63
Magnolia			7.0	.0045	2.3	13,266	.0088	2,066	1,398	614	4,150	541	*	8,085	.0037	1,155	3,515	.0054	120
Conway	C3		18.1	.0117	4.8	9,374	.0062	1,920	1,167	388	2,346	261		13,477	.0061	745	2,808	.0073	62
Craighead	F2		51.6	.0333	13.7	37,135	.0246	6,995	5,024	2,410	10,972	1,151		50,953	.0231	987	3,719	.0256	77
Jonesboro			16.7	.0108	4.9	26,643	.0176	4,293	2,637	2,193	9,322	802	10,143	19,843	.0090	1,188	4,050	.0119	110
Crawford	A3		22.9	.0147	6.6	9,442	.0062	2,645	1,192	263	1,799	388		15,144	.0069	661	2,295	.0083	56
Crittenden	F3		48.5	.0313	12.6	30,521	.0202	6,705	2,208	564	9,472	474		31,247	.0142	644	2,480	.0194	62
West Memphis			9.3	.0060	3.0	17,399	.0115	2,183	359	403	7,547	295	3,340	6,617	.0030	712	2,206	.0062	103
Cross	E3		24.9	.0161	6.4	14,320	.0095	2,742	1,629	553	4,262	416		16,467	.0074	661	2,573	.0098	61
Dallas	C5		12.4	.0080	3.3	6,711	.0044	2,227	676	319	1,598	238		12,867	.0059	1,038	3,899	.0059	74
Desha	E6		25.2	.0162	6.6	13,750	.0091	3,536	1,706	454	2,725	300		12,240	.0055	486	1,855	.0087	54
Drew	D6		18.1	.0117	4.9	8,574	.0057	3,048	1,153	590	1,347	221		10,445	.0048	577	2,132	.0065	56
Faulkner	D3		25.6	.0165	6.8	14,636	.0097	2,474	2,446	981	3,027	371		19,062	.0086	745	2,803	.0105	64
Conway			8.7	.0056	2.4	12,955	.0086	2,267	1,603	981	2,850	330	*	7,867	.0035	904	3,278	.0054	96
Franklin	B3		12.1	.0079	3.5	5,779	.0038	1,073	1,023	251	1,218	145		8,209	.0037	678	2,345	.0046	58
Fulton	D1		9.2	.0059	2.7	1,982	.0013	443	487	25	508	53		5,539	.0026	602	2,051	.0029	49
Garland	B4		48.4	.0312	15.2	50,434	.0333	10,148	4,906	2,604	8,672	2,175		56,730	.0257	1,172	3,732	.0291	93
Hot Springs			30.1	.0194	10.1	46,893	.0310	8,636	4,416	2,525	8,130	2,120	*	38,784	.0176	1,289	3,840	.0220	113
Grant	C5		9.0	.0058	2.5	3,424	.0023	887	507		979	82		5,347	.0024	594	2,139	.0031	53

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

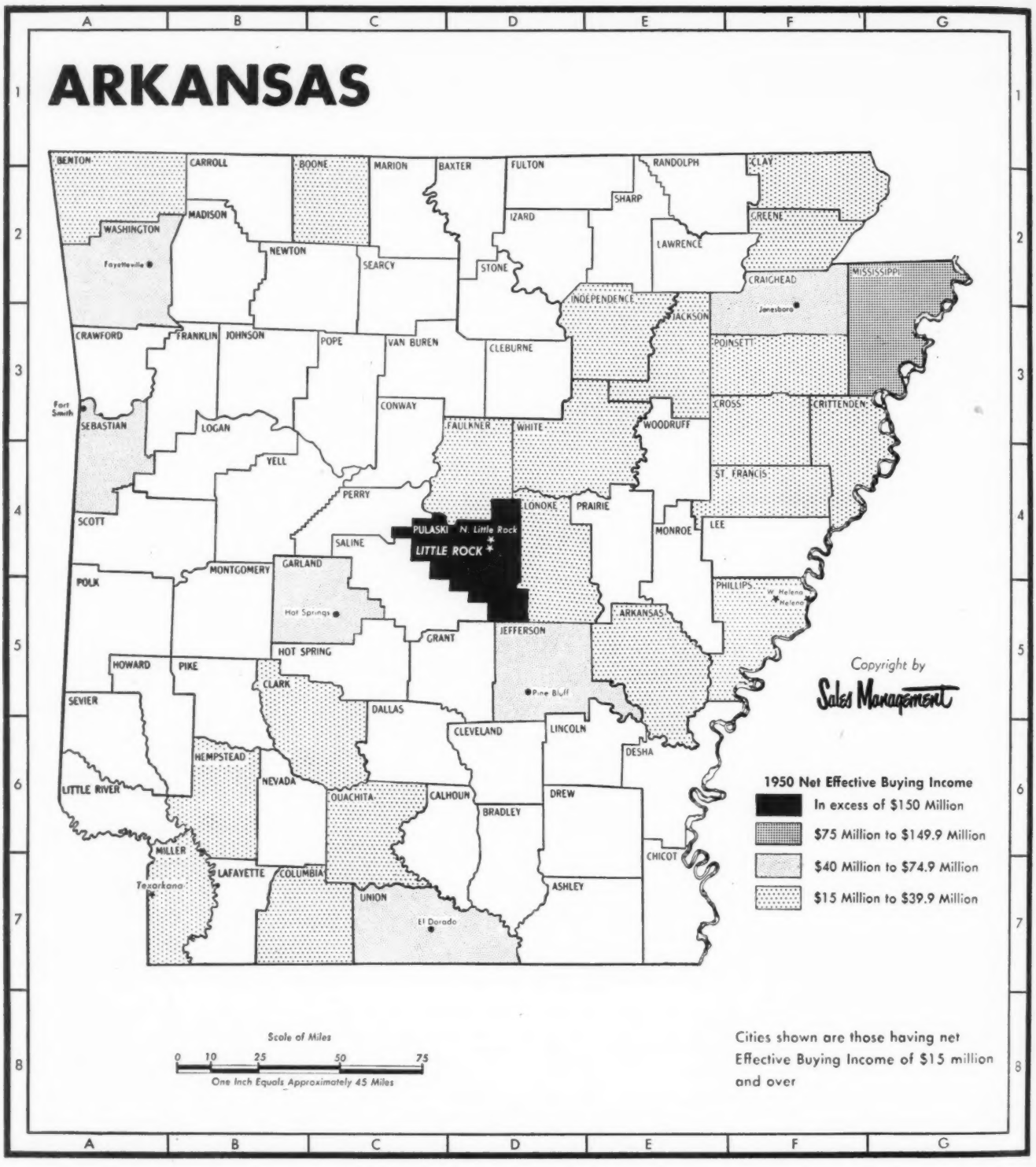
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Greene	F2		29.4	.0190	8.1	17,988	.0119	3,839	2,069	1,072	2,978	404		20,919	.0095	712	2,583	.0121	64
Paragould			9.8	.0064	3.2	15,152	.0100	3,019	1,009	984	2,586	335	4,573	8,448	.0039	862	2,640	.0062	97
Hempstead	B6		24.9	.0161	7.1	16,653	.0110	3,403	2,511	678	6,167	403		19,165	.0087	770	2,699	.0109	68
Hope			8.5	.0055	2.7	14,374	.0095	3,014	1,301	626	5,580	308	*	8,539	.0038	1,005	3,163	.0058	105
Hot Spring	B5		22.8	.0147	6.4	11,599	.0077	3,206	1,038	472	2,764	348		11,646	.0053	511	1,820	.0079	54
Howard	A5		13.2	.0085	3.8	7,974	.0052	1,872	1,555	338	1,674	294		12,041	.0055	912	3,169	.0060	71
Independence	D2		23.6	.0153	6.6	15,190	.0101	2,852	1,397	626	3,711	313		18,757	.0085	795	2,842	.0103	67
Batesville			6.4	.0041	2.0	12,048	.0080	1,939	572	626	3,711	267	*	7,231	.0033	1,130	3,616	.0049	120
Izard	D2		9.9	.0064	2.7	1,955	.0013	445	484		327	109		5,882	.0026	594	2,179	.0030	47
Jackson	E3		26.3	.0169	7.1	16,848	.0111	3,393	2,710	873	4,041	455		17,841	.0081	678	2,513	.0108	64
Newport			6.3	.0041	1.9	12,288	.0081	2,299	1,105	765	3,216	323	3,557	5,956	.0027	945	3,135	.0046	112
Jefferson	D5		78.3	.0506	22.0	53,192	.0352	12,426	5,472	2,887	12,512	1,136		75,355	.0342	962	3,425	.0378	75
Pine Bluff			38.2	.0246	11.7	46,881	.0310	9,670	3,381	2,780	12,165	1,031	*	45,734	.0208	1,197	3,909	.0246	100
Johnson	B3		16.2	.0104	4.7	7,669	.0051	2,231	934	578	2,066	175		14,907	.0068	920	3,172	.0070	67
Lafayette	B7		13.0	.0084	3.5	6,594	.0043	1,656	1,103	182	1,360	173		9,145	.0041	703	2,613	.0050	60
Lawrence	E2		21.0	.0136	5.9	9,525	.0063	1,857	1,579	896	1,349	244		12,645	.0058	602	2,143	.0075	55
Lee	E4		24.5	.0158	6.3	11,268	.0075	2,552	1,737	664	2,375	389		15,391	.0070	628	2,443	.0089	56
Lincoln	D6		17.2	.0111	4.3	4,265	.0028	1,225	1,233	67	844	165		7,491	.0033	436	1,742	.0047	42
Little River	A6		11.0	.0071	3.1	5,123	.0034	1,796	600	393	875	208		8,467	.0039	770	2,731	.0044	62
Logan	B3		19.5	.0126	5.4	10,578	.0070	1,679	2,532	715	2,556	236		11,252	.0051	577	2,084	.0072	57
Lonoke	D4		27.1	.0175	7.4	17,679	.0117	4,168	3,093	492	4,787	507		21,539	.0098	795	2,911	.0119	68
Madison	B2		11.7	.0075	3.1	2,679	.0017	551	536	50	470	85		4,697	.0021	401	1,515	.0031	41
Marion	C1		8.6	.0056	2.5	2,388	.0016	662	481	103	*	45		3,020	.0014	351	1,208	.0023	41
Miller	A6	184	33.1	.0213	9.5	31,944	.0211	6,035	2,081	1,571	5,498	631		33,250	.0151	1,005	3,500	.0181	85
△*Texarkana (Ark.)-Texarkana(Tex.)*			*41.6*	*.0269*	*13.4*	*67,415*	*.0446*	*13,902*	*2,394*	*3,281*	*13,973*	*2,012*	*	*49,114*	*.0223*	*1,181*	*3,665*	*.0299*	*111*
1Texarkana			16.1	.0104	5.2	30,523	.0202	5,445	734	1,571	5,498	631	*	18,725	.0085	1,163	3,601	.0124	119
Mississippi	F2		83.7	.0541	21.5	61,131	.0405	13,335	8,051	2,929	15,445	1,606		83,323	.0378	995	3,875	.0419	77
Blytheville			16.5	.0107	5.1	30,496	.0201	4,483	3,372	1,799	9,963	837	10,079	15,880	.0072	962	3,114	.0118	110
Osceola			5.1	.0032	1.6	12,041	.0080	2,024	803	441	4,276	312	*	5,548	.0025	1,088	3,468	.0043	134
Monroe	E4		19.7	.0127	5.2	11,156	.0073	3,206	1,207	751	1,576	306		12,870	.0058	653	2,475	.0076	60
Montgomery	B4		6.6	.0043	1.9	1,814	.0012	401	605		317	57		3,643	.0017	552	1,917	.0021	49
Nevada	B6		14.7	.0094	4.1	7,403	.0049	1,700	1,560	148	1,937	191		8,851	.0040	602	2,159	.0054	57
Newton	B2		8.6	.0056	2.1	799	.0006	451	129		*	25		6,334	.0028	737	3,016	.0027	48
Ouachita	C6		34.6	.0223	9.7	26,180	.0173	6,932	3,439	1,188	6,413	761		22,291	.0102	644	2,298	.0148	66
Camden			12.6	.0082	3.9	19,831	.0131	4,173	2,391	1,049	6,267	620	*	11,076	.0050	879	2,840	.0081	99
Perry	C4		5.8	.0038	1.6	1,561	.0010	387	849		*	29		2,235	.0010	385	1,397	.0016	42
Phillips	E5		46.9	.0302	12.9	30,267	.0200	7,993	3,115	1,879	5,661	892		35,723	.0162	762	2,769	.0201	67
Helena-West Helena			*17.5*	*.0113*	*5.7*	*21,829*	*.0144*	*4,620*	*1,889*	*1,495*	*5,227*	*724*	*	*16,905*	*.0077*	*966*	*2,966*	*.0104*	*92*
Helena			11.3	.0073	3.8	18,707	.0124	3,338	1,594	1,328	4,844	574	6,224	10,966	.0050	970	2,886	.0077	105
Pike	B5		10.0	.0065	2.9	4,205	.0028	800	843	60	742	136		5,770	.0026	577	1,990	.0034	52
Poinsett	E3		39.8	.0257	9.9	25,916	.0171	5,301	2,880	1,224	4,392	771		34,628	.0157	870	3,498	.0181	70
Polk	A5		14.2	.0092	4.2	9,242	.0061	2,508	1,291	466	2,364	293		10,816	.0049	762	2,575	.0061	66
Pope	C3		23.1	.0149	6.4	12,824	.0085	2,889	1,664	875	3,193	380		15,671	.0071	678	2,449	.0091	61
Prairie	E4		13.9	.0089	3.7	5,439	.0036	1,374	1,269	269	481	147		11,048	.0050	795	2,986	.0054	61
Pulaski	C4	78	200.5	.1295	59.6	204,158	.1350	38,528	36,380	9,591	46,980	6,951		286,921	.1302	1,431	4,814	.1315	102
Little Rock-North Little Rock			*149.1*	*.0962*	*46.1*	*195,509*	*.1292*	*34,860*	*35,359*	*9,502*	*46,742*	*6,934*	*183,315*	*225,265*	*.1022*	*1,511*	*4,886*	*.1090*	*113*
▲Little Rock			105.3	.0679	32.8	150,828	.0997	25,587	33,668	7,463	29,884	5,687	168,937	169,179	.0767	1,607	5,158	.0818	120
▲North Little Rock			43.8	.0283	13.3	44,681	.0295	9,273	1,691	2,039	16,858	1,247	14,378	56,086	.0255	1,281	4,217	.0272	96
Randolph	E1		17.6	.0113	4.4	7,291	.0048	1,465	1,056	435	922	204		8,108	.0037	461	1,842	.0056	50
St. Francis	F4		37.4	.0242	9.6	20,415	.0135	5,071	2,308	1,288	4,060	430		21,281	.0096	569	2,217	.0137	57
Forrest City			7.7	.0050	2.4	13,367	.0089	2,623	761	997	3,583	344	*	5,478	.0025	711	2,283	.0049	98
Saline	C4		24.7	.0159	6.0	12,291	.0082	3,091	1,619	667	2,877	239		11,576	.0053	469	1,929	.0083	52
Scott	A4		9.9	.0064	2.8	4,380	.0029	679	1,706	25	680	142		4,967	.0022	502	1,774	.0033	52
Searcy	C2		10.6	.0068	2.9	2,957	.0019	669	334	174	823	124		4,787	.0022	452	1,651	.0030	44

1 Texarkana is in Miller County, Ark. and Bowie County, Tex.
▲ and △ See end of state for Standard Metropolitan County Areas.

*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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FIRST AGAIN—

"In ALL Rated Time Periods . . ."

(C. E. Hooper, Oct., Nov., Dec., 1951)

Week After Week—Month After Month,
YEAR AFTER YEAR

First In Little Rock

KARK dial 920 NBC
5000 WATTS
Arkansas' Preferred Station

LITTLE ROCK, ARKANSAS
T. K. Barton, General Manager, Julian F. Haas, Commercial Manager
EDWARD PETRY AND CO., INC., National Representative



GREATEST DAYTIME AUDIENCE IN ARKANSAS!

■

REACH IT ECONOMICALLY THROUGH KLRA

10 KW DAY
5 KW NIGHT

For the Complete KLRA Story, Ask Any O. L. Taylor Company Office.

KLRA
LITTLE ROCK

CBS RADIO FOR ARKANSAS

THERE IT GOES!

JANUARY, 1952
◀ 90,000+ DAILY
100,000+ SUNDAY

◀ AUGUST, 1951—88,959 DAILY
97,187 SUNDAY

◀ JUNE, 1951—87,930 DAILY
95,886 SUNDAY

YES, THE Arkansas Gazette IS MOONBOUND!

Arkansas Gazette circulation is going up, up, UP—despite the fact that its subscription rate is 17% higher (35c vs. 30c a week) than the 2nd newspaper's. But after all, the Gazette is a far bigger, more informative newspaper, chock full of local, national, sports, home, food and other news and features that its city- and state-wide audience wants! Check the Gazette from any angle. Service and expanding readership—along with absolute supremacy in the market—spell out advertising results in the Little Rock market!

THE GAZETTE LEADS IN LINAGE ALSO!

TOTAL DISPLAY	13,572,418 lines, daily and Sunday — 1,911,058 lines MORE than the 2nd paper.
GENERAL DISPLAY	2,346,749 lines, daily and Sunday — 1,081,068 lines MORE than the 2nd paper.
RETAIL DISPLAY	10,228,199 lines, daily and Sunday — 1,435,440 lines MORE than the 2nd paper.
CLASSIFIED	3,010,430 lines, daily and Sunday — 332,272 lines MORE than the 2nd paper.

(Above figures for 1951 (Media Records)
Liquor linage excluded)

OVER **94%** IMPORTANT HOME DELIVERY

OLDEST NEWSPAPER WEST OF THE MISSISSIPPI
ESTABLISHED 1819
NATIONALLY REPRESENTED BY THE JOHN BUDD COMPANY



VOICES THAT SELL . . .
IN TWO MAJOR MARKETS!

* Tap the billion-dollar buying power of Tulsa and Northeastern Oklahoma—PLUS Western Arkansas' rich Shopping Center, with . . .
* ONE OPERATION * ONE NETWORK—CBS
* ONE REPRESENTATIVE (Avery-Knodel, Inc.)

KTUL-KFPW
TULSA FORT SMITH

JOHN ESAU, Vice President-General Manager
Affiliated with KOMA, OKLAHOMA CITY

ARKANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sebastian	A3	172	64.9	.0419	20.0	74,196	.0491	12,521	10,768	3,027	21,271	2,107	.....	74,963	.0340	1,155	3,748	.0401	96
△Fort Smith	.....	.....	48.6	.0314	15.2	69,094	.0457	10,805	9,353	2,874	21,171	2,025	54,973	65,061	.0295	1,339	4,280	.0347	111
Sevier	A5	.....	12.2	.0079	3.8	7,124	.0047	1,560	813	214	1,668	249	.....	7,860	.0036	644	2,183	.0048	61
Sharp	E2	.....	8.9	.0058	2.4	1,606	.0010	363	451	34	372	52	.....	6,707	.0030	754	2,795	.0030	52
Stone	D2	.....	7.8	.0049	2.1	1,814	.0012	466	248	35	720	55	.....	3,433	.0016	452	1,635	.0021	43
Union	C7	.....	50.2	.0324	14.7	48,224	.0306	9,621	3,920	3,343	12,922	1,779	.....	49,571	.0225	987	3,372	.0269	83
El Dorado	.....	.....	23.3	.0150	7.5	35,832	.0237	6,272	2,167	3,025	11,213	1,529	12,463	31,986	.0145	1,373	4,265	.0173	115
Van Buren	C3	.....	9.7	.0062	2.7	2,413	.0016	578	119	136	727	71	.....	3,981	.0018	410	1,474	.0026	42
Washington	A2	.....	51.7	.0334	15.0	48,424	.0320	6,592	5,052	1,504	8,183	1,107	.....	55,410	.0251	1,072	3,694	.0288	86
Fayetteville	.....	.....	17.6	.0114	5.1	24,240	.0160	4,327	3,103	1,131	6,624	709	10,248	28,278	.0128	1,607	5,545	.0135	118
Springdale	.....	.....	6.0	.0038	1.9	15,728	.0104	2,175	562	330	1,279	233	1,811	6,225	.0029	1,038	3,276	.0053	139
White	D3	.....	38.2	.0247	10.8	20,417	.0135	3,705	3,710	752	6,486	646	.....	20,471	.0093	536	1,895	.0136	55
Searcy	.....	.....	6.1	.0040	1.9	12,913	.0085	1,433	1,912	419	6,209	374	3,824	5,210	.0023	854	2,742	.0045	113
Woodruff	E3	.....	18.9	.0122	4.8	9,549	.0063	2,024	2,343	356	1,594	347	.....	12,821	.0058	678	2,671	.0072	59
Yell	B4	.....	13.6	.0087	4.0	7,252	.0048	1,035	1,255	187	1,507	205	.....	7,056	.0032	519	1,764	.0048	55
Total Above Cities	.....	.....	468.4	.3024	146.3	713,410	.4717	123,979	80,404	37,769	191,290	21,993	307,451	594,235	.2696	1,269	4,062	.3365	111
State Total	.....	.....	1930.2	1.2458	538.9	1,301,877	.8608	274,704	177,084	61,349	297,711	37,800	.....	1,610,404	.7306	834	2,988	.8727	70
Per Capita Sales	.....	.....	.....	.....	.....	674	.....	142	92	32	154	20	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	2,416	.....	510	329	114	552	70	.....	.....	.....	.....	.....	.....	.....

ARKANSAS — SM Standard Metropolitan County Areas

△Fort Smith	.....	172	64.9	.0419	20.0	74,196	.0491	12,521	10,768	3,027	21,271	2,107	.....	74,963	.0340	1,155	3,748	.0401	96
Little Rock-North Little Rock	.....	78	200.5	.1296	59.6	204,156	.1350	38,528	36,380	9,591	46,980	6,951	.....	286,921	.1302	1,431	4,814	.1315	102
△Texarkana (Ark.-Tex.)	.....	184	96.9	.0625	28.5	83,426	.0552	20,065	9,550	3,610	15,449	2,458	.....	98,152	.0445	1,013	3,444	.0513	82

CALIFORNIA — Counties and Cities — (Other Pacific States; Oregon, p. 496; Washington, p. 593.)

(California state map—p. 204) City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alameda	Alameda	67.1	109	12	26	20	16
Albany	Alameda	18.5	34	4	11	12	4
Alhambra	Los Angeles	53.5	81	23	56	54	15
Anaheim	Orange	15.6	39	7	20	27	7
Antioch	Contra Costa	13.3	37	5	12	13	5
Arcadia	Los Angeles	24.5	32	7	21	5	6
Auburn	Placer	4.9	16	5	8	10	5
Bakersfield	Kern	36.3	103	18	59	58	17
Bell	Los Angeles	16.1	35	5	16	14	4
Belvedere Township	Los Angeles	49.0	177	9	12	7	7
Berkeley	Alameda	117.8	290	40	72	53	47
Beverly Hills	Los Angeles	30.7	43	18	42	24	26
Brawley	Imperial	12.1	38	6	5	9	4
Burbank	Los Angeles	83.3	102	22	69	52	23
Burlingame	San Mateo	21.2	42	8	23	17	7
Calexico	Imperial	6.5	20	4	4	3	4
Carmel-by-the-sea	Monterey	4.7	21	4	7	.....	4
Chico	Butte	13.0	32	10	19	31	9
Chula Vista	San Diego	17.5	30	6	10	8	3
Compton	Los Angeles	51.0	62	15	26	47	9
Corona	Riverside	11.0	37	6	11	8	4
Culver City	Los Angeles	20.8	33	8	19	13	7

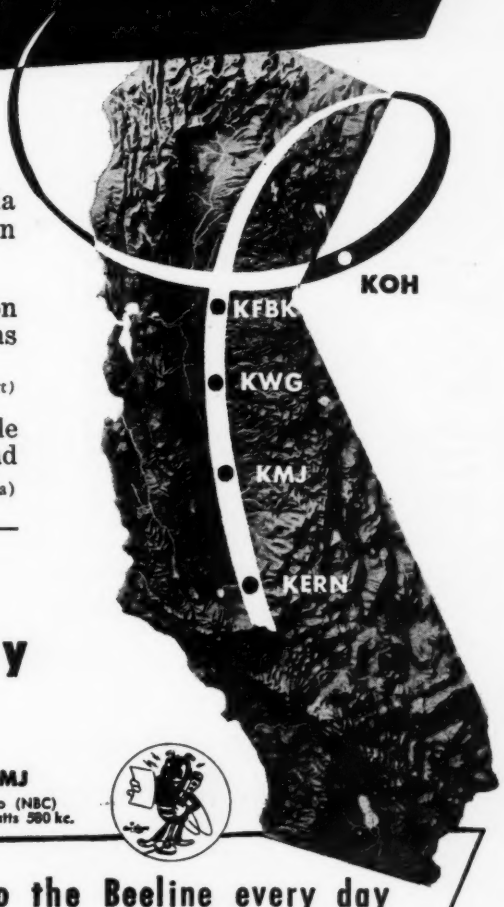
(Continued on page 202)

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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. . . Be on the Beeline



Razor blades or refrigerators, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined.
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.
(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

CALIFORNIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 200)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Daly City	San Mateo	17.0	45	4	5	12	4
Delano	Kern	9.4	25	4	13	15	4
El Cajon	San Diego	5.7	16	5	9	5	3
El Centro	Imperial	12.8	24	3	8	17	4
El Cerrito	Contra Costa	21.9	26	4	9	6	6
El Monte	Los Angeles	8.6	15	7	18	24	5
Escondido	San Diego	7.3	22	6	16	14	2
Eureka	Humboldt	24.4	59	11	26	36	8
Fresno	Fresno	95.8	307	50	118	87	47
Fullerton	Orange	15.0	37	7	20	20	5
Gardena	Los Angeles	15.3	42	6	14	15	3
Gilroy	Santa Clara	5.4	28	5	7	9	5
Glendale	Los Angeles	99.5	191	36	125	85	37
Grass Valley	Nevada	5.4	25	7	11	9	4
Hanford	Kings	10.2	32	7	25	16	6
Hawthorne	Los Angeles	17.3	25	7	16	10	4
Hayward	Alameda	15.1	48	10	17	19	7
Hermosa Beach	Los Angeles	12.5	30	11	11	20	3
Huntington Park	Los Angeles	31.2	77	22	54	34	12
Indio	Riverside	5.4	11	4	3	11	3
Inglewood	Los Angeles	48.9	68	24	72	29	18
La Mesa	San Diego	13.0	27	3	10	9	2
Laguna Beach	Orange	6.7	22	9	22	11	6
Lodi	San Joaquin	14.6	37	11	13	21	7
Long Beach	Los Angeles	259.6	526	95	235	154	105
Los Angeles	Los Angeles	2,051.6	4,083	735	1,818	860	707
Lynwood	Los Angeles	27.2	34	7	25	19	5
Madera	Madera	11.1	35	5	11	22	4
Martinez	Contra Costa	9.0	29	5	13	16	5
Marysville	Yuba	9.3	32	8	20	24	8
Maywood	Los Angeles	14.0	23	7	13	4	6
Merced	Merced	16.0	51	7	17	26	6
Modesto	Stanislaus	17.8	74	20	32	41	17
Monrovia	Los Angeles	21.5	40	7	27	21	5
Montebello	Los Angeles	23.1	35	4	12	6	6
Monterey	Monterey	17.7	44	8	16	25	6
Monterey Park	Los Angeles	21.5	25	2	15	11	3
Napa	Napa	14.6	37	9	23	20	8
National City	San Diego	23.3	37	6	11	12	4
Newport Beach	Orange	13.2	31	8	17	18	7
North Sacramento	Sacramento	6.5	24	4	13	16	4
Oakland	Alameda	395.8	1,274	127	309	236	163
Oceanside	San Diego	15.2	31	8	16	17	3
Ontario	San Bernardino	24.8	70	8	27	29	6
Oroville	Butte	5.7	24	6	10	17	6
Oxnard	Ventura	23.2	55	9	18	22	6
Palm Springs	Riverside	8.0	13	4	5	3	5
Palo Alto	Santa Clara	27.3	41	15	32	22	12
Pasadena	Los Angeles	108.6	221	47	146	91	40
Paso Robles	San Luis Obispo	5.1	15	5	8	18	6
Petaluma	Sonoma	11.0	27	6	12	7	6
Pittsburg	Contra Costa	13.5	62	9	16	8	6
Pomona	Los Angeles	37.5	83	17	46	35	11
Porterville	Tulare	7.2	28	10	14	23	6
Red Bluff	Tehama	5.1	14	5	7	10	3
Redding	Shasta	10.5	33	7	12	20	7
Redlands	San Bernardino	20.1	46	8	20	16	4

(Continued on page 215)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Alameda	B5	127	776.7	.5014	253.0	928,404	.6139	237,916	134,754	62,920	158,954	28,470	.....	1,569,015	.7119	2,020	6,202	.6403	128
▲Oakland	.....	.....	395.8	.2555	134.5	629,089	.4160	135,633	118,492	49,702	101,979	17,139	366,082	786,244	.3567	1,986	5,846	.3542	139
Berkeley	.....	.....	117.8	.0760	38.2	118,580	.0784	38,101	9,337	6,230	20,324	5,031	10,862	257,896	.1170	2,189	6,751	.0972	128
Alameda	.....	.....	67.1	.0434	21.4	45,002	.0297	18,082	1,345	2,480	10,822	2,743	3,223	141,258	.0641	2,105	6,601	.0496	114
Hayward	.....	.....	15.1	.0097	4.6	32,038	.0212	7,511	2,098	2,285	7,476	888	6,080	26,186	.0119	1,734	5,693	.0142	146
San Leandro	.....	.....	29.1	.0188	9.0	38,647	.0256	16,341	2,009	1,303	8,171	1,247	*	62,729	.0285	2,156	6,970	.0257	137
Albany	.....	.....	18.5	.0119	5.9	16,212	.0107	3,842	200	599	6,426	351	*	39,568	.0179	2,139	6,706	.0145	122
Alpine	C4	.....	.2	.0001	.1	129	.0001	25	.....	.....	.....	.....	.....	326	.0001	1,630	3,260	.0001	100
Amador	C4	.....	9.2	.0059	2.9	9,169	.0060	2,856	470	213	1,729	251	.....	10,378	.0047	1,128	3,578	.0052	88
Butte	B3	.....	68.6	.0443	22.7	80,328	.0531	22,118	6,088	2,909	16,175	1,963	.....	90,124	.0409	1,314	3,970	.0452	102
Chico	.....	.....	13.0	.0084	4.4	33,766	.0223	6,868	3,045	1,307	8,692	945	8,171	23,201	.0105	1,785	5,273	.0136	162
Oroville	.....	.....	5.7	.0037	2.3	20,235	.0134	6,026	2,517	963	4,687	533	892	7,201	.0033	1,263	3,131	.0064	173
Calaveras	C5	.....	10.1	.0065	3.3	6,801	.0045	2,368	735	155	1,218	206	.....	11,900	.0054	1,178	3,606	.0054	83
Colusa	B4	.....	12.1	.0079	3.8	16,366	.0109	3,394	875	296	1,978	464	.....	24,851	.0113	2,054	6,540	.0105	133
Contra Costa	B5	127	331.7	.2141	93.5	213,766	.1413	78,903	11,029	13,285	34,906	6,494	.....	419,039	.1901	1,263	4,482	.1803	84
Richmond	.....	.....	110.7	.0715	31.8	78,118	.0517	29,973	5,692	5,688	16,175	2,109	13,525	134,154	.0609	1,212	4,219	.0602	84
Pittsburg	.....	.....	13.5	.0087	4.0	19,919	.0131	5,480	2,492	1,405	2,011	710	*	18,189	.0082	1,347	4,547	.0098	113
Martinez	.....	.....	9.0	.0058	2.8	13,517	.0090	3,151	673	1,178	3,869	458	573	13,943	.0063	1,549	4,980	.0070	121
El Cerrito	.....	.....	21.9	.0141	6.7	12,276	.0081	5,597	112	916	288	426	2,890	36,507	.0166	1,667	5,449	.0135	96
Antioch	.....	.....	13.3	.0086	4.0	10,989	.0072	3,785	439	739	1,690	365	*	17,697	.0080	1,331	4,424	.0079	92

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

The Industrial Survey of Buying Power, a new feature with this issue, on pages 54 to 81, gives exclusive up-to-date estimates of value added by manufacture in nineteen industry groups, for leading counties.

14

CONSECUTIVE YEARS OF

LEADERSHIP

IN HOME-DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

Today, more than 80% of Tribune circulation is delivered where sales messages really count . . . to the home.

Advertisers all over the United States have taken advantage of The Tribune's power-packed circulation to make it the leading advertising medium in Northern California!

Serving Metropolitan Oakland,
3rd market on the Pacific Coast
in population and retail sales.

TOTAL NET PAID CIRCULATION

DAILY	SUNDAY
194,889	206,219

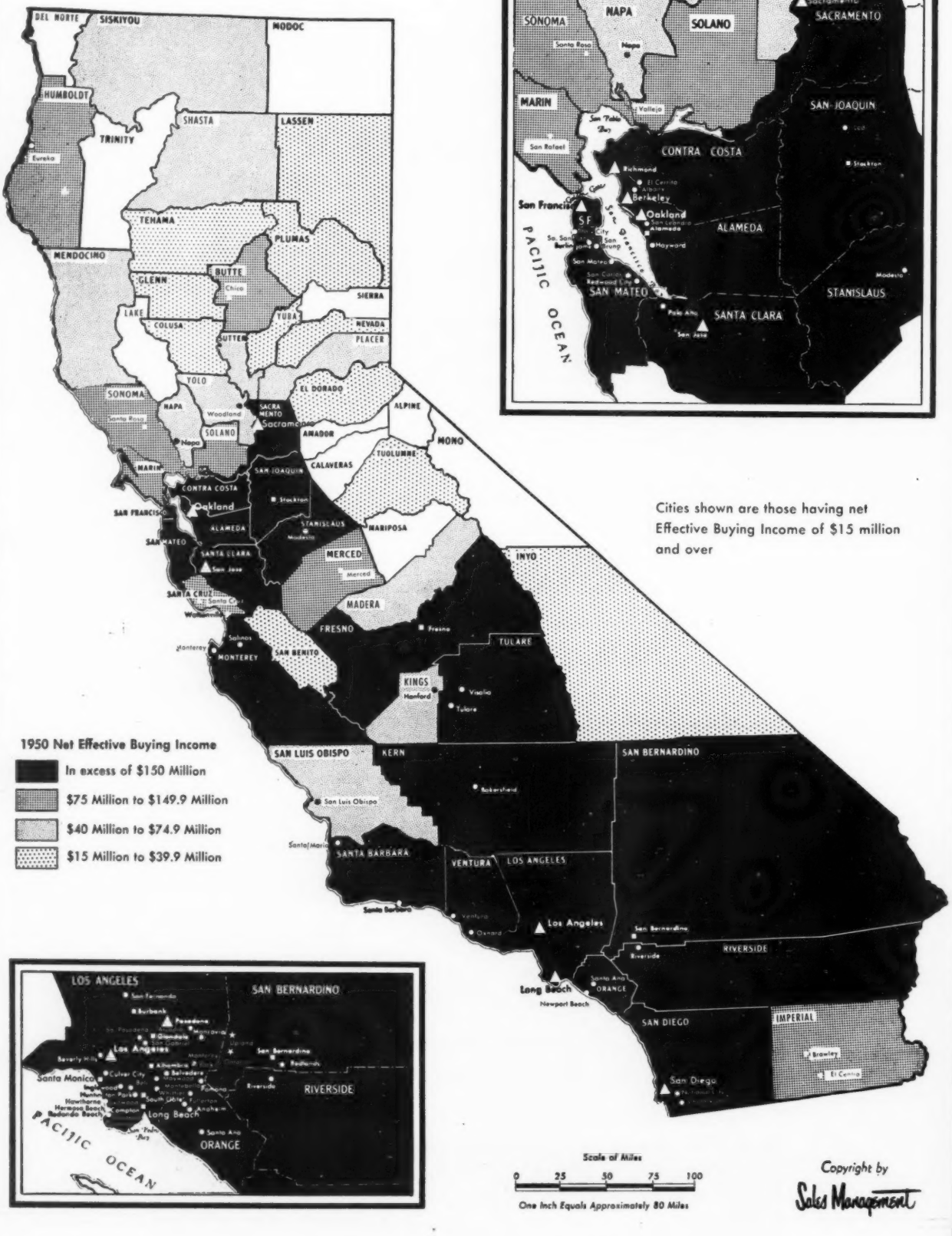
Based on average circulation from Oct. 1, 1951 to Jan. 1, 1952, from publisher's own records.

Oakland Tribune

ASSOCIATED PRESS · WIREPHOTO · KING FEATURES · UNITED PRESS · CHICAGO DAILY NEWS FOREIGN SERVICE

CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section

CALIFORNIA



Cities shown are those having net Effective Buying Income of $15 million and over

1950 Net Effective Buying Income

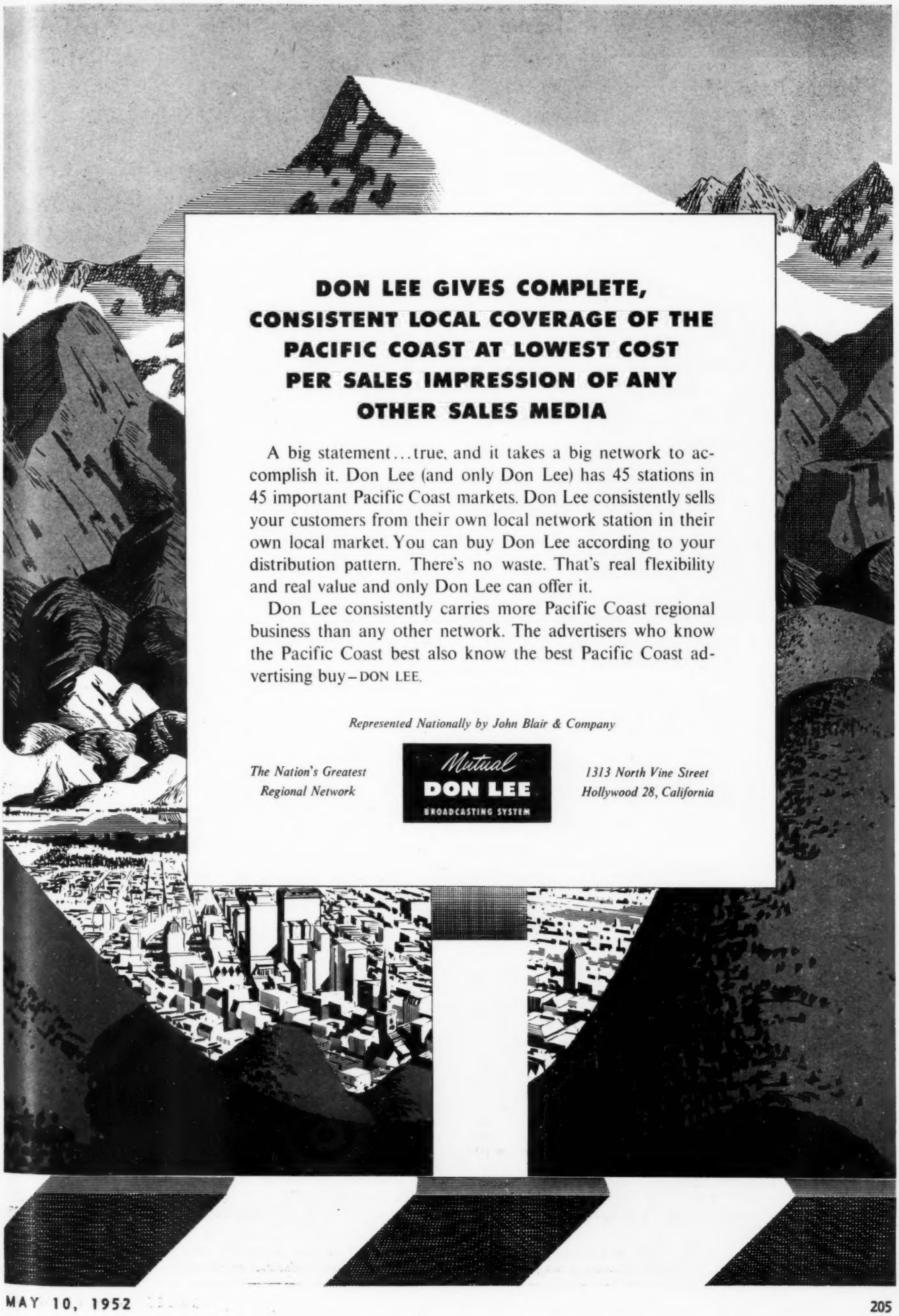
- In excess of $150 Million
- $75 Million to $149.9 Million
- $40 Million to $74.9 Million
- $15 Million to $39.9 Million

Scale of Miles

0 25 50 75 100

One Inch Equals Approximately 80 Miles

Copyright by Sales Management



DON LEE GIVES COMPLETE, CONSISTENT LOCAL COVERAGE OF THE PACIFIC COAST AT LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIA

A big statement...true, and it takes a big network to accomplish it. Don Lee (and only Don Lee) has 45 stations in 45 important Pacific Coast markets. Don Lee consistently sells your customers from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern. There's no waste. That's real flexibility and real value and only Don Lee can offer it.

Don Lee consistently carries more Pacific Coast regional business than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast advertising buy – DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM

1313 North Vine Street Hollywood 28, California

People listen to

KFI* in . . .

POWERFUL
KFI SERVES
THE 5,000,000 PEOPLE
IN THE
SOUTHERN CALIFORNIA
MARKET

★

KFI
Earle C. Anthony, Inc.
NBC for LOS ANGELES
REPRESENTED BY
EDWARD PETRY & CO., INC.

Fresno — EVEN
Hanford — EVEN
Visalia — EVEN
Tulare — EVEN
Pixley — EVEN
Porterville — EVEN
Likely — EVEN
Delano — EVEN
Shafter — EVEN
Weed Patch — EVEN
Lebec — EVEN
King City — EVEN
Paso Robles — EVEN
Lompoc — EVEN
Ventura — EVEN
El Centro — EVEN
Jacumba — EVEN
San Diego — EVEN
Needles — EVEN
Redlands — EVEN

BIRMINGHAM, ALA. * ADAK, ALASKA * PHOENIX, ARIZ. * TEXARKANA, ARK. * COLORADO SPRINGS * WASHINGTON, D. C. MIAMI, FLA. * MACON, GA. HILO, H. I. * BOISE, IDAHO * CHICAGO, ILL. * GRANDVIEW, IOWA HOPE, IND. * TOPEKA, KAN. MONROE, LA. * BALTIMORE, MD. DETROIT, MICH. * ST. LOUIS MINN. * NATCHEZ, MISS. SALEM, MO. * WHITEFISH, MONT. LINCOLN, NEBR. * ELKO, NEV. CLOVIS, NEW MEX. * ALBANY, N. Y. * WILKESBORO, N. C. SHAWNEE, OKLA. * LIMA, OHIO BEND, ORE. * REYNOLDSVILLE, PA. KADOKA, S. DAK. * MEMPHIS, TENN. * DALLAS, TEX. * OGDEN, UTAH * FORT MONROE, VA.

*Selected from thousands of mail responses from cities the world-over.

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Del Norte	A2	.....	8.7	.0056	2.8	9,008	.0060	2,499	508	317	1,195	271	.....	12,600	.0057	1,448	4,500	.0058	104
El Dorado	C4	.....	16.5	.0106	5.8	15,370	.0101	5,837	390	637	2,688	272	.....	23,342	.0106	1,415	4,024	.0105	99
Fresno	C6	51	293.1	.1892	86.2	329,282	.2178	76,346	27,007	18,338	59,185	9,236	.....	414,639	.1881	1,415	4,810	.1972	104
▲Fresno	.....	.....	95.8	.0618	30.5	214,770	.1421	36,997	22,412	13,873	41,264	7,274	159,526	175,803	.0798	1,835	5,764	.0949	154
Reedley	.....	.....	4.4	.0029	1.3	12,318	.0081	2,693	569	685	2,876	258	*	5,559	.0025	1,263	4,276	.0042	145
Glenn	B3	.....	15.8	.0102	4.9	19,633	.0129	3,970	1,922	671	3,272	330	.....	21,821	.0099	1,381	4,453	.0109	107
Humboldt	A2	.....	73.0	.0472	22.9	83,709	.0554	21,091	8,526	4,949	17,254	1,569	.....	104,498	.0474	1,431	4,563	.0498	106
Eureka	.....	.....	24.4	.0157	7.9	48,707	.0322	10,077	5,724	3,294	13,533	862	17,924	38,211	.0174	1,566	4,837	.0215	137
Imperial	F9	.....	63.8	.0411	16.8	84,360	.0558	19,680	5,677	1,733	14,976	2,315	.....	119,226	.0541	1,869	7,097	.0520	127
El Centro	.....	.....	12.8	.0083	3.7	30,340	.0201	4,412	2,066	587	8,308	990	20,216	26,288	.0119	2,054	7,105	.0136	164
Brawley	.....	.....	12.1	.0078	3.3	18,052	.0119	4,698	1,023	461	2,858	444	1,443	23,019	.0104	1,902	6,975	.0103	132
Calexico	.....	.....	6.5	.0042	1.6	12,363	.0082	3,912	1,733	213	1,366	430	1,593	12,474	.0057	1,919	7,796	.0061	145
Inyo	D5	.....	12.3	.0080	4.1	17,415	.0115	4,519	1,329	441	3,467	531	.....	20,917	.0095	1,701	5,102	.0098	123
Kern	C7	.....	246.2	.1589	70.8	262,456	.1735	65,379	25,970	14,256	50,196	5,582	.....	388,994	.1674	1,499	5,212	.1675	105
Bakersfield	.....	.....	36.3	.0234	11.5	133,300	.0881	19,720	20,361	9,629	29,647	2,919	64,638	78,861	.0358	2,172	6,857	.0490	209
Taft	.....	.....	4.1	.0027	1.2	16,071	.0106	2,844	931	1,257	6,175	305	5,707	6,627	.0030	1,616	5,523	.0052	193
Delano	.....	.....	9.4	.0060	2.6	15,923	.0106	3,738	1,174	788	3,567	447	1,443	12,824	.0058	1,364	4,932	.0073	122
Kings	D6	.....	48.4	.0312	13.7	53,080	.0351	11,822	3,224	3,665	9,794	1,254	.....	65,214	.0296	1,347	4,760	.0316	101
Hanford	.....	.....	10.2	.0066	3.2	27,905	.0184	4,207	1,466	2,687	5,640	715	*	17,517	.0079	1,717	5,474	.0108	164
Lake	B4	.....	12.1	.0079	4.3	11,396	.0076	3,817	541	358	1,381	426	.....	12,629	.0057	1,044	2,937	.0067	85
Lassen	C2	.....	19.2	.0124	5.8	18,386	.0121	5,253	1,006	778	6,011	675	.....	26,839	.0122	1,398	4,627	.0122	98
Susanville	.....	.....	5.4	.0035	1.7	13,145	.0087	2,696	522	668	5,357	482	*	9 547	.0043	1,768	5,616	.0055	157
Los Angeles	D7	80	4386.4	2.8313	1460.9	5,036,597	3.3303	1,190,224	634,296	343,647	926,100	179,570	.....	8,123,296	3.6855	1,852	5,560	3.4081	120

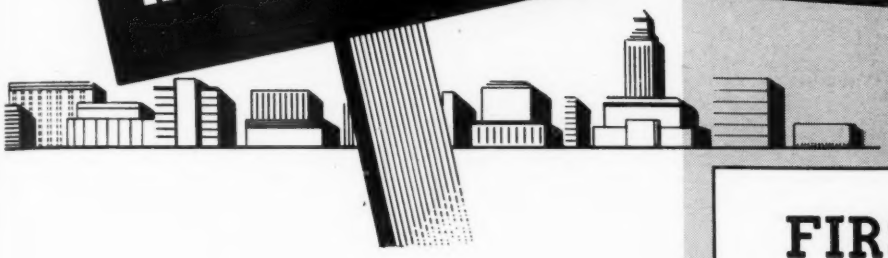
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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See Table of Contents, Pages 1 and 3, for sources of data on population, retail sales, income, gross farm income, wholesale sales, and industrial markets.

Signs of THE TIMES in Los Angeles



First in Circulation

FIRST in Total Advertising

FIRST IN Display Advertising

FIRST **IN DEPARTMENT STORE ADVERTISING**

FIRST IN Retail Advertising

1ST in General Advertising

FIRST IN CLASSIFIED ADVERTISING

These Are Signs of Selling Power In America's Third Largest Market

The Los Angeles Times consistently publishes about 40% of all newspaper advertising in the five-paper metropolitan Los Angeles field. In America's third market, The Times is first in all major classifications of advertising.

In circulation, The Times is the leader in Los Angeles, outselling all other newspapers and holding a commanding position in number of home-delivered subscribers.



LOS ANGELES **TIMES**

REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

A POTENT MARKET

LOS ANGELES COUNTY

Los Angeles County ranks third in the nation in Retail Sales.

Its total Retail Sales are greater than the 5th and 6th ranking counties (Philadelphia and Allegheny) combined.

Its total Retail Sales are greater than the 6th, 7th and 8th ranking counties (Allegheny, Cuyahoga, St. Louis) combined.

In Los Angeles
The Daily News
has
a reader audience equal
to the population of Milwaukee.

An exclusive reader
audience equal to the population
of Seattle.

LOS ANGELES
Daily News
Los Angeles 54, Calif.
Represented nationally by JANN & KELLEY, INC

ROBERT L. SMITH, President

MANCHESTER BODDY, Chairman of the Board

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Los Angeles	.....	.....	2051.6	1.3244	701.6	2,629,323	1.7386	582,681	420,218	188,762	462,096	97,455	2,092,077	4,075,440	1.8491	1,986	5,809	1.7110	129
Long Beach	.....	.....	259.6	.1675	96.8	345,280	.2283	78,673	45,035	28,042	68,998	12,237	115,223	568,335	.2578	2,189	5,871	.2309	138

▲ and △ See end of state for Standard Metropolitan County Areas. © SM, 1952. Before using these figures, see explanation page 15.



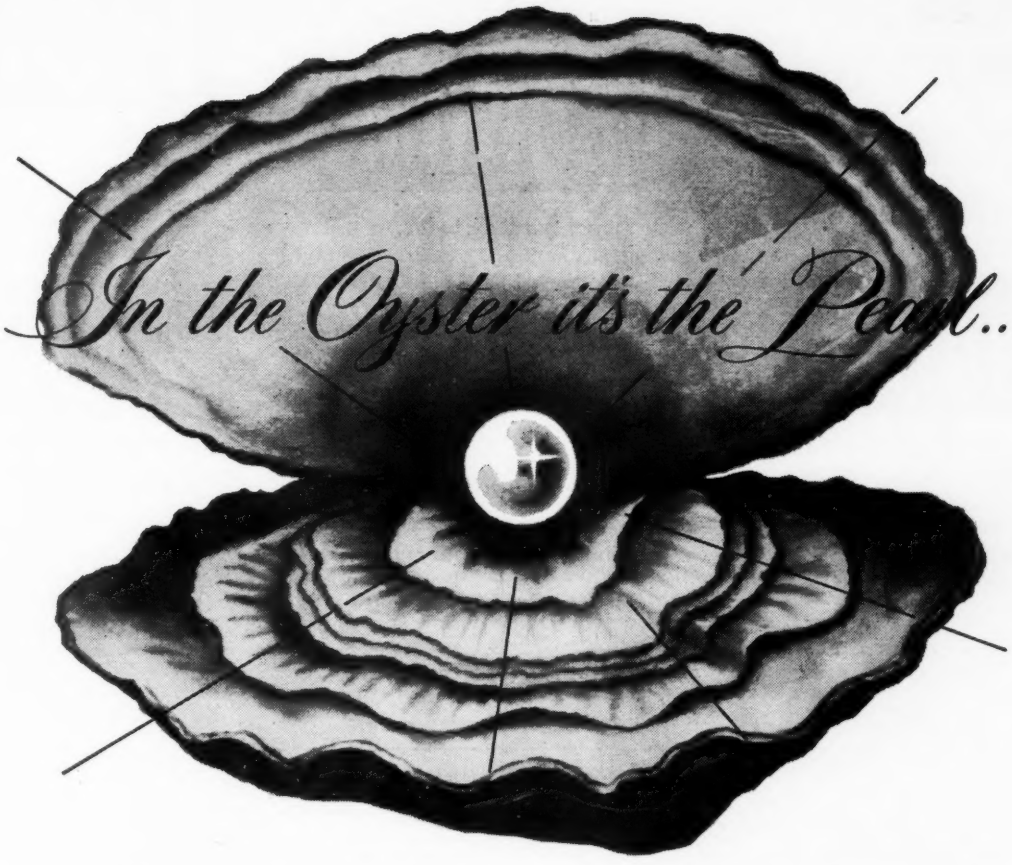
IN LOS ANGELES... the "Market on Wheels"*

the largest and finest painted bulletin plant and the only major poster plant *(in fact, the only major poster plant in America!)* with 100% individual poster panels is

PACIFIC OUTDOOR
Advertising Company
995 North Mission Road, Los Angeles 33

*LOS ANGELES COUNTY has more passenger cars than has any *STATE* in the nation but six! Here, outdoor is a "natural" advertising medium, used as a *major medium* by many national and regional "Blue Chip" advertisers.

See Farm Section, pages 97 to 112, for gross farm income by states and counties.



in Los Angeles, it's the ABC City Zone!

LOS ANGELES
Active
Buying
Concentration
CITY ZONE

58.6% of all Metropolitan population

71.8% of all retail sales

Los Angeles
HERALD EXPRESS
leads all other newspapers in daily circulation in this area!

THE RICHEST prize of the vast, sprawling Los Angeles metropolitan area is the highly concentrated ABC City Zone. It's truly the retail gem of Western America. And what a gem! Almost 500 square miles in area, it accounts for 58.6 percent of metropolitan Los Angeles' total population and 71.8 percent of the area's total retail sales.

THIS RICH PRIZE is *yours* when you concentrate your advertising in the *one* Los Angeles newspaper that *concentrates more than two-thirds of its total circulation in the ABC City Zone* to lead *all* Los Angeles newspapers in this vital area. *That newspaper is the Los Angeles Evening Herald-Express.*

For the full power of the press,
choose the . . . **HERALD-EXPRESS**

Represented Nationally by Moloney, Regan & Schmitt, Inc.

So Commonsensical...

to cover Southern California by radio over the Great Salt Water Route from Catalina! And at last it's being done —in a BIG way—by KBIG, new Los Angeles radio

GIANT

10,000 watts output at our Catalina transmitter, focused on our market by a triple-tower antenna and delivered by sealed-beam across Salt Water to hit Southern California with the impact of a tidal wave. Yet KBIG, with coverage equal to 50 kilowatters, gives you

ECONOMY

with a rate card of today, based on realistics. Imagine getting 50,000 watt coverage at less than 5,000-watt cost! Specifically:

	1x	13x	312x
1 Hour	$118	$110	$70
30 Minutes	70	65	40
15 Minutes	48	45	30
10 Minutes	36	34	24
5 Minutes	24	23	18
1 Minute	18	17	12
½ Minute	15	14	9

For such trifling sums KBIG *alone* within its half-millivolt contour wraps up in one bulging

PACKAGE

all of Southern California from Santa Barbara south well into Mexico and 100 miles inland—nearly six million people with 4½% of all U. S. Buying Power. Get the facts *now* on

KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

6540 Sunset Blvd., Hollywood 28
Studios Avalon and Hollywood
10,000 watts • 740 kc.

Represented by Robert Meeker Associates, Inc.

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Pasadena			108.6	.0701	37.9	215,220	.1423	39,442	46,987	14,982	42,423	6,840	47,906	266,978	.1211	2,458	7,044	.1172	167
Glendale			99.5	.0643	36.1	158,549	.1049	37,072	20,226	9,788	42,411	5,328	45,514	211,139	.0958	2,122	5,849	.0922	143
Santa Monica			74.8	.0483	27.1	121,554	.0803	26,022	14,800	8,069	26,813	5,072	19,208	137,266	.0623	1,835	5,065	.0649	134
Beverly Hills			30.7	.0198	11.2	116,688	.0772	12,633	2,090	11,679	24,512	4,698	28,020	108,029	.0490	3,519	9,645	.0516	261
Burbank			83.3	.0537	26.7	86,225	.0570	23,105	4,291	4,316	25,569	3,084	17,442	103,751	.0471	1,246	3,886	.0514	96
Inglewood			48.9	.0316	16.4	80,628	.0533	18,323	15,311	6,836	13,859	2,931	10,673	87,270	.0396	1,785	5,321	.0421	133
Alhambra			53.5	.0345	18.7	75,265	.0498	15,507	5,171	6,903	22,531	2,448	18,277	77,484	.0351	1,448	4,144	.0394	114
Huntington Park			31.2	.0202	12.3	73,511	.0486	11,424	9,136	6,539	24,491	2,768	16,556	66,731	.0303	2,139	5,425	.0338	167
Compton			51.0	.0329	15.3	63,211	.0418	13,807	1,542	2,366	17,436	1,761	4,903	72,148	.0327	1,415	4,716	.0355	108
Pomona			37.5	.0242	12.1	57,140	.0378	12,121	3,922	4,423	11,716	1,567	10,472	71,340	.0324	1,902	5,896	.0324	134
South Gate			53.9	.0348	17.3	39,933	.0264	14,430	695	1,877	9,705	1,528	13,849	71,718	.0325	1,331	4,146	.0311	89
Whittier			25.3	.0163	8.7	36,843	.0243	7,860	3,076	2,677	11,723	1,193	1,619	45,577	.0207	1,801	5,239	.0209	128
San Fernando			13.8	.0089	4.2	28,549	.0189	5,782	1,857	1,338	7,564	1,413	2,879	20,451	.0093	1,482	4,869	.0121	136
Monrovia			21.5	.0139	7.2	25,180	.0167	7,588	1,824	1,676	6,351	443	1,135	41,263	.0187	1,919	5,731	.0171	123
Culver City			20.8	.0134	6.8	23,656	.0156	5,968	395	753	4,951	1,014	14,421	30,124	.0137	1,448	4,430	.0142	106
Arcadia			24.5	.0159	8.1	22,406	.0148	7,471	300	712	869	773	1,375	52,814	.0240	2,156	6,520	.0196	123
El Monte			8.6	.0055	2.8	21,944	.0145	2,957	1,402	1,920	7,099	1,375	5,785	12,310	.0055	1,431	4,396	.0082	149

Before using these figures, see explanation page 15.

© SM, 1952.

The Survey of Buying Power is the one and only source of INCOME data, year after year, for states, counties and cities . . . enabling advertisers to see their full potential in each market.

The MORE you study the facts and figures of Southern California . . . the MORE you become convinced that Orange County is NOT part of the Los Angeles Metropolitan area and can be adequately covered only with the Santa Ana Register*

*NOW OVER 29,000 CIRCULATION — WEST HOLLIDAY Co. in the WEST — JOHN W. CULLEN Co. in the EAST

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
San Gabriel	.....	.....	21.5	.0139	6.7	21,397	.0142	9,573	335	486	4,793	461	*	45,985	.0209	2,139	6,863	.0175	126
Redondo Beach	.....	.....	26.8	.0173	8.7	20,816	.0137	9,192	719	1,296	3,909	427	1,373	39,265	.0178	1,465	4,513	.0165	95
Lynwood	.....	.....	27.2	.0175	8.5	18,951	.0126	7,631	432	1,555	1,783	539	*	49,000	.0222	1,801	5,765	.0184	105
Bell	.....	.....	16.1	.0104	5.6	17,537	.0116	7,653	780	1,487	2,651	243	*	28,463	.0130	1,768	5,083	.0120	115
Gardena	.....	.....	15.3	.0099	4.7	15,976	.0105	2,961	353	463	3,253	401	*	24,217	.0110	1,583	5,153	.0106	107
Hermosa Beach	.....	.....	12.5	.0081	4.6	15,280	.0101	3,640	672	568	5,025	584	*	21,467	.0097	1,717	4,667	.0095	117
Torrance	.....	.....	23.6	.0152	7.3	15,083	.0100	5,357	543	1,353	1,953	796	*	38,547	.0175	1,633	5,280	.0148	97
Maywood	.....	.....	14.0	.0091	5.0	14,347	.0095	3,548	271	1,007	3,388	1,053	1,691	24,985	.0113	1,785	4,997	.0103	113
Belvedere Township	.....	.....	49.0	.0316	11.6	14,289	.0094	8,264	1,055	704	175	156	4,898	49,492	.0225	1,010	4,267	.0204	65
Montebello	.....	.....	23.1	.0149	7.0	13,455	.0089	4,325	141	620	1,752	546	*	43,168	.0196	1,869	6,167	.0154	103
Hawthorne	.....	.....	17.3	.0112	5.3	13,387	.0089	4,819	821	1,034	2,126	658	*	27,093	.0122	1,566	5,112	.0110	98
South Pasadena	.....	.....	18.0	.0116	6.6	11,790	.0078	3,396	217	794	2,250	1,303	2,273	39,407	.0179	2,189	5,971	.0136	117
Monterey Park	.....	.....	21.5	.0139	7.2	11,483	.0076	4,107	235	658	985	569	1,880	38,732	.0176	1,801	5,379	.0138	99
Madera	**C6**	.....	**39.5**	**.0255**	**10.9**	**33,748**	**.0223**	**9,733**	**1,320**	**1,205**	**7,021**	**654**	.....	**49,901**	**.0227**	**1,263**	**4,578**	**.0231**	**91**
Madera	.....	.....	11.1	.0071	3.2	21,185	.0140	4,741	980	903	4,998	474	2,035	15,516	.0070	1,398	4,849	.0091	128
Marin	**B5**	**127**	**91.8**	**.0593**	**27.2**	**74,134**	**.0491**	**23,642**	**6,721**	**3,213**	**10,949**	**2,481**	.....	**146,849**	**.0666**	**1,600**	**5,399**	**.0599**	**101**
San Rafael	.....	.....	14.9	.0096	4.9	35,166	.0232	7,057	4,908	1,458	8,552	942	8,006	27,343	.0124	1,835	5,580	.0151	157
Mariposa	**C5**	.....	**5.1**	**.0033**	**1.7**	**3,676**	**.0024**	**1,249**	**560**	**65**	**501**	**55**	.....	**6,701**	**.0030**	**1,314**	**3,942**	**.0029**	**88**
Mendocino	**A3**	.....	**43.1**	**.0278**	**12.8**	**39,305**	**.0260**	**9,699**	**5,002**	**1,132**	**7,200**	**714**	.....	**53,681**	**.0244**	**1,245**	**4,194**	**.0256**	**92**
Ukiah	.....	.....	6.5	.0042	2.2	14,664	.0097	3,387	1,451	539	3,501	168	732	10,180	.0047	1,566	4,627	.0061	145
Merced	**C5**	.....	**73.7**	**.0476**	**21.0**	**76,079**	**.0503**	**16,699**	**4,896**	**4,016**	**12,451**	**2,100**	.....	**110,459**	**.0501**	**1,499**	**5,260**	**.0497**	**104**
Merced	.....	.....	16.0	.0104	5.0	42,146	.0279	7,102	3,164	2,824	8,958	879	4,550	24,787	.0112	1,549	4,957	.0160	154
Modoc	**C2**	.....	**9.8**	**.0063**	**2.9**	**12,126**	**.0080**	**2,563**	**628**	**400**	**4,034**	**250**	.....	**15,512**	**.0071**	**1,583**	**5,349**	**.0072**	**114**
Mono	**D5**	.....	**2.1**	**.0014**	**.7**	**1,952**	**.0013**	**550**	.....	.....	.....	.....	.....	**2,509**	**.0011**	**1,195**	**3,584**	**.0012**	**86**
Monterey	**B6**	.....	**142.2**	**.0918**	**40.6**	**145,718**	**.0964**	**34,727**	**12,853**	**7,143**	**30,043**	**3,851**	.....	**213,123**	**.0967**	**1,499**	**5,249**	**.0956**	**104**
Salinas	.....	.....	14.5	.0093	4.6	53,086	.0351	10,382	5,413	1,978	13,763	1,372	*	31,013	.0141	2,139	6,742	.0194	209
Monterey	.....	.....	17.7	.0114	5.5	32,427	.0214	6,642	2,515	1,815	10,494	604	*	27,719	.0126	1,566	5,040	.0150	132
Carmel-by-the-Sea	.....	.....	4.7	.0031	1.4	11,146	.0074	3,399	842	345	.....	381	*	8,862	.0040	1,886	6,330	.0048	155
Napa	**B4**	.....	**50.0**	**.0322**	**13.8**	**43,506**	**.0287**	**11,535**	**3,742**	**1,648**	**8,914**	**1,077**	.....	**54,707**	**.0248**	**1,094**	**4,023**	**.0275**	**85**
Napa	.....	.....	14.6	.0094	5.0	31,731	.0210	7,076	3,508	1,413	8,103	887	3,609	26,302	.0119	1,802	5,260	.0141	150
Nevada	**C4**	.....	**19.7**	**.0128**	**6.8**	**22,098**	**.0146**	**6,775**	**1,068**	**813**	**3,800**	**592**	.....	**19,567**	**.0089**	**993**	**2,878**	**.0114**	**89**
Grass Valley-Nevada City	.....	.....	*8.0*	*.0052*	*2.6*	*15,270*	*.0101*	*4,605*	*894*	*682*	*3,284*	*537*	*	*8,848*	*.0040*	*1,106*	*3,403*	*.0061*	*117*
Grass Valley	.....	.....	5.4	.0035	1.8	11,222	.0074	3,124	764	627	2,604	331	512	6,181	.0028	1,145	3,434	.0043	123
Orange	**E8**	**80**	**231.1**	**.1491**	**75.3**	**229,959**	**.1521**	**54,277**	**10,867**	**14,518**	**44,494**	**7,426**	.....	**299,724**	**.1360**	**1,297**	**3,980**	**.1435**	**96**
Santa Ana	.....	.....	48.1	.0310	16.1	77,174	.0510	14,688	5,961	7,141	17,976	2,670	24,873	79,370	.0360	1,650	4,930	.0395	127
Anaheim	.....	.....	15.6	.0101	5.3	21,833	.0145	4,816	1,837	1,417	6,493	673	6,000	18,643	.0085	1,195	3,518	.0106	105
Fullerton	.....	.....	15.0	.0097	5.1	19,795	.0131	4,565	955	1,452	6,561	485	860	24,500	.0111	1,633	4,804	.0114	118
Newport Beach	.....	.....	13.2	.0085	4.8	19,231	.0127	3,926	105	827	5,117	811	*	18,229	.0083	1,381	3,798	.0096	113
Laguna Beach	.....	.....	6.7	.0043	2.3	16,198	.0107	3,874	522	837	3,525	606	*	11,169	.0050	1,667	4,856	.0086	153

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Placer	C4	.....	43.8	.0283	12.9	42,554	.0281	11,980	2,633	2,158	8,763	1,277	.....	59,016	.0267	1,347	4,575	.0274	97
Roseville	.....	.....	9.2	.0060	3.1	14,636	.0097	3,665	745	975	5,041	378	1,298	12,705	.0058	1,381	4,098	.0070	117
Auburn	.....	.....	4.9	.0031	1.8	13,132	.0087	2,843	1,294	680	2,204	393	725	7,097	.0032	1,448	3,943	.0048	155
Plumas	C3	.....	13.9	.0090	4.5	14,462	.0096	4,842	1,019	280	2,473	662	.....	20,833	.0095	1,499	4,630	.0094	104
Riverside	F8	182	182.3	.1177	57.9	181,793	.1202	46,368	12,519	8,402	29,250	5,409	.....	230,301	.1045	1,263	3,978	.1119	95
△Riverside	.....	.....	48.4	.0313	15.8	70,958	.0469	13,519	7,559	5,278	17,173	2,169	26,181	79,052	.0359	1,633	5,003	.0383	122
Palm Springs	.....	.....	8.0	.0051	3.9	12,173	.0080	2,646	1,795	172	645	938	928	15,891	.0072	1,986	4,075	.0070	137
Corona	.....	.....	11.0	.0071	3.4	10,935	.0073	3,282	454	686	1,731	301	962	12,221	.0055	1,111	3,594	.0063	89
Indio	.....	.....	5.4	.0035	1.7	14,148	.0094	3,834	778	170	3,419	273	458	6,272	.0028	1,161	3,689	.0049	140
Sacramento	C4	118	297.0	.1917	89.6	341,848	.2260	80,568	37,336	25,511	58,551	11,428	.....	500,074	.2269	1,684	5,581	.2196	115
▲Sacramento	.....	.....	142.3	.0919	45.7	272,004	.1798	52,827	35,541	22,474	54,324	9,766	185,582	311,533	.1414	2,189	6,817	.1430	156
North Sacramento	.....	.....	6.5	.0042	2.0	15,327	.0101	5,561	386	1,127	3,229	372	*	11,055	.0050	1,701	5,528	.0064	152

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

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like California without the

THE SACRAMENTO BEE •

THE MODESTO BEE •

THE FRESNO BEE •

BILLION DOLLAR VALLEY OF THE BEES

It's a market with higher food sales than Connecticut... higher drug sales than Kansas.* It's an independent market, too — the *inland* part of California. So don't expect to cover it with San Francisco or Los Angeles papers. You need the *local* papers that inland Californians read — The Sacramento Bee, The Modesto Bee and The Fresno Bee.

**Sales Management's 1952 Copyrighted Survey*

McClatchy Newspapers

National Representatives . . . O'Mara & Ormsbee, Inc.

SAN DIEGO IS BIGGER Than . . .



SAN DIEGO
CALIFORNIA

San Diego Union
and
EVENING TRIBUNE

REPRESENTED NATIONALLY BY THE
WEST-HOLLIDAY CO., INC.

Columbus, (Ohio)	510,600
Hartford - New Britain (Conn.)	544,900
Memphis (Tenn.)	486,500
Oklahoma City (Okla.)	326,600
San Diego (Calif.) City and County population	**547,700**

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
San Benito	C6		14.9	.0096	4.6	13,552	.0090	3,789	697	653	2,734	370	.....	21,580	.0098	1,448	4,691	.0095	99
San Bernardino	E7	125	305.6	.1973	93.8	267,756	.1770	70,929	23,108	13,860	39,516	9,053	.....	354,927	.1610	1,161	3,784	.1731	88
▲San Bernardino			66.5	.0429	21.5	106,613	.0705	22,169	15,941	6,950	22,859	3,931	38,004	94,075	.0427	1,415	4,376	.0511	119
Ontario-Upland			*32.8*	*.0212*	*10.8*	*35,834*	*.0237*	*10,612*	*1,806*	*2,179*	*8,363*	*1,111*	*	*41,328*	*.0188*	*1,260*	*3,827*	*.0208*	*98*
Ontario			24.8	.0160	8.1	27,713	.0184	7,424	1,467	1,907	7,519	850	3,743	31,330	.0142	1,263	3,868	.0158	99
Redlands			20.1	.0130	6.5	20,522	.0135	5,524	1,771	1,610	3,738	716	1,476	24,021	.0109	1,195	3,696	.0121	93
San Diego	E9	126	590.5	.3811	187.0	605,358	.4003	145,424	56,394	40,330	113,974	19,606	.....	1,004,186	.4556	1,701	5,370	.4241	111
▲San Diego			344.2	.2222	112.5	439,089	.2904	92,520	51,111	32,087	89,226	14,438	177,437	608,490	.2761	1,768	5,409	.2696	121
National City			23.3	.0150	7.2	20,332	.0134	7,365	695	1,352	3,905	542	2,054	35,313	.0160	1,516	4,905	.0150	100
Escondido			7.3	.0047	2.4	19,713	.0131	3,752	827	1,680	5,513	216	1,110	8,601	.0039	1,178	3,584	.0068	145
Oceanside			15.2	.0099	5.2	17,769	.0117	5,000	738	1,022	3,987	424	1,676	18,675	.0085	1,229	3,591	.0097	98
Chula Vista			17.5	.0112	5.7	15,911	.0105	5,936	471	1,190	1,854	482	*	29,761	.0135	1,701	5,221	.0121	108
La Mesa			13.0	.0084	4.4	12,623	.0084	3,592	365	1,680	3,232	217	*	22,763	.0103	1,751	5,173	.0093	111
El Cajon			5.7	.0037	1.8	11,808	.0078	3,197	1,044	974	1,428	847	656	6,524	.0030	1,145	3,624	.0046	124

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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THIS YEAR THE MAPS SHOW INCOME

Since Effective Buying Income is a measure of *ability* to buy, rather than what has been bought or where it has been bought, it is of utmost significance in determining where to put pressure on the sections of the consuming public likely to be most responsive to promotion and advertising campaigns. Consequently the shading on the counties has been shifted from the retail sales formula in previous *Surveys*, to the more realistic Effective Buying Income, and the shading shows five variations of size groups, ranging from the black counties with EBI in excess of 150 million to white counties, which have less than 15 million.

The *cities* shown on the maps are those having Net Effective Buying Income of 15 million dollars or more, as of 1950.



1st

KFMB TV Channel-8

124,500 TV Sets* Serving a BILLION-DOLLAR Market!

*January 1, 1952

KFMB-TV Channel-8 KFMB-AM 550 - K.C.

5th and Ash St., San Diego 1, California

John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA — (Continued)

(Continued from page 202)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Redondo Beach	Los Angeles	26.8	68	12	22	13	5
Redwood City	San Mateo	28.6	41	9	23	19	7
Reedley	Fresno	4.4	18	4	10	11	4
Richmond	Contra Costa	110.7	203	26	40	40	17
Riverside	Riverside	48.4	103	16	47	45	17
Roseville	Placer	9.2	25	5	9	15	5
Sacramento	Sacramento	142.3	378	52	114	99	73
Salinas	Monterey	14.5	49	15	20	35	11
San Bernardino	San Bernardino	66.5	173	29	71	66	21
San Bruno	San Mateo	14.0	26	2	2	10	4
San Carlos	San Mateo	16.2	15	7	11	3	3
San Diego	San Diego	344.2	680	109	260	174	117
San Fernando	Los Angeles	13.8	44	11	22	21	5
San Francisco	San Francisco	786.8	2,386	231	588	221	343
San Gabriel	Los Angeles	21.5	40	12	9	9	6
San Jose	Santa Clara	100.7	257	34	94	72	39
San Leandro	Alameda	29.1	78	12	18	13	15
San Luis Obispo	San Luis Obispo	15.2	50	10	17	20	6
San Mateo	San Mateo	46.8	60	11	38	11	9
San Rafael	Marin	14.9	44	8	19	19	8
Santa Ana	Orange	48.1	106	16	63	44	16
Santa Barbara	Santa Barbara	47.2	126	16	77	36	20
Santa Cruz	Santa Cruz	23.1	70	14	26	30	11
Santa Maria	Santa Barbara	10.9	36	4	19	19	4
Santa Monica	Los Angeles	74.8	149	48	103	62	33
Santa Paula	Ventura	11.9	35	6	17	12	4
Santa Rosa	Sonoma	19.1	70	10	34	28	10
South Gate	Los Angeles	53.9	56	13	41	32	17
South Pasadena	Los Angeles	18.0	21	5	16	5	8
South San Francisco	San Mateo	21.7	28	9	10	4	2
Stockton	San Joaquin	74.9	195	28	64	79	38
Susanville	Lassen	5.4	16	3	6	16	5
Taft	Kern	4.1	15	8	13	21	4
Torrance	Los Angeles	23.6	38	8	15	9	4
Tracy	San Joaquin	8.9	20	9	8	10	5
Tulare	Tulare	13.1	40	8	12	14	8
Turlock	Stanislaus	6.7	26	5	14	23	5
Ukiah	Mendocino	6.5	17	6	10	17	2
Vallejo	Solano	24.1	93	13	31	32	9
Ventura	Ventura	17.2	52	12	30	32	14
Visalia	Tulare	12.4	39	7	27	28	5
Watsonville	Santa Cruz	12.3	34	9	12	17	6
Whittier	Los Angeles	25.3	31	11	26	28	11
Woodland	Yolo	9.9	19	6	9	17	5
Yreka City	Siskiyou	3.3	11	6	10	10	4

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Before using these figures, see explanation page 15.

For typical applications of SALES MANAGEMENT'S exclusive Survey of Buying Power data to sales and marketing problems, see case histories starting on page 36.

San Francisco is the short way of saying

San Francisco Bay Area

● San Francisco City, at the tip of a peninsula, measures only 44 square miles in area. Yet San Francisco is a major market because of its Trading Zone suburbs.

Within an approximate 50-mile radius (see map) there are 66 towns. These towns account for 70% of total market population . . . better than two-thirds of retail sales . . . 75% of car registrations.

Your primary sales target in this market is therefore the Bay Area suburbs . . . together with certain A and B residential sections in the San Francisco City Zone. And the key to best-customer buyers all through this market is the SAN FRANCISCO CHRONICLE.

CHRONICLE circulation *inside* San Francisco is concentrated in the finer City districts. And in the bigger-population, bigger-spending Bay Area suburbs, this newspaper is a dominant factor.

Thus advertisers say THE CHRONICLE gives them "best circles" coverage—for it reaches deep through the sales-rich suburbs and delivers the best of the City, too. Breakfast cereal or lavaliere—THE CHRONICLE moves merchandise! **National Representatives: SAWYER, FERGUSON, WALKER CO., New York · Chicago · Philadelphia · Detroit · Atlanta San Francisco · Los Angeles.**

Statistics from 1950 Census, Sales Management's 1951 copyrighted survey, California Dept. of Motor Vehicles



○ 66 OTHER TOWNS IN BAY AREA

The Chronicle . . .

contacts San Francisco's "Best buying Circles" and is your logical FIRST buy!

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
San Francisco	B5	127	786.8	.5079	269.1	1,169,856	.7736	249,288	151,632	84,857	173,983	33,390	.....	1,788,679	.8115	2,273	6,647	.7394	146
▲San Francisco	.....	.....	786.8	.5079	269.1	1,169,856	.7736	249,288	151,632	84,857	173,983	33,390	1,776,978	1,788,679	.8115	2,273	6,647	.7394	146
San Joaquin	C5	141	213.5	.1378	62.1	223,450	.1477	51,186	18,094	14,382	43,516	5,128	.....	334,347	.1517	1,566	5,384	.1477	107
▲Stockton	.....	.....	74.9	.0484	21.8	144,922	.0958	27,445	14,467	11,551	29,940	3,377	94,029	141,228	.0641	1,886	6,478	.0705	146
Lodi	.....	.....	14.6	.0094	5.1	23,225	.0154	5,173	1,829	1,178	5,890	665	*	24,092	.0109	1,650	4,724	.0119	127
Tracy	.....	.....	8.9	.0057	2.7	14,169	.0094	4,076	1,171	513	2,673	406	*	14,537	.0066	1,633	5,384	.0072	126
San Luis Obispo	C7	.....	54.6	.0353	17.7	60,145	.0398	14,670	4,311	2,734	11,242	1,397	.....	66,168	.0300	1,212	3,738	.0340	96
San Luis Obispo	.....	.....	15.2	.0099	5.2	27,363	.0181	5,956	2,684	1,869	6,679	484	10,243	28,149	.0128	1,852	5,413	.0138	139
Paso Robles	.....	.....	5.1	.0033	1.7	14,418	.0095	2,722	915	309	3,955	377	*	6,181	.0028	1,212	3,636	.0049	148
San Mateo	B5	127	263.9	.1703	80.9	199,031	.1316	64,212	10,427	10,214	35,765	4,879	.....	417,712	.1895	1,583	5,163	.1683	99
San Mateo	.....	.....	46.8	.0302	14.5	39,548	.0261	10,848	4,244	3,042	3,644	1,067	5,405	99,309	.0450	2,122	6,849	.0364	121
Burlingame	.....	.....	21.2	.0136	7.4	35,383	.0234	11,254	1,641	2,135	12,768	872	*	47,125	.0214	2,223	6,368	.0204	150
Redwood City	.....	.....	28.6	.0185	8.9	34,061	.0226	9,961	2,520	2,080	6,071	831	4,921	45,750	.0208	1,600	5,140	.0209	113
Daly City	.....	.....	17.0	.0110	5.3	14,996	.0099	4,350	232	237	6,553	396	1,064	24,336	.0110	1,432	4,592	.0107	97
San Bruno	.....	.....	14.0	.0090	4.3	13,696	.0090	6,313	298	147	2,683	278	*	20,747	.0094	1,482	4,825	.0092	102
San Carlos	.....	.....	16.2	.0105	4.9	12,524	.0083	4,485	354	749	479	266	564	30,274	.0138	1,869	6,178	.0115	110

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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Any way you figure it—
news, circulation, advertising . . .
daily or Sunday—
we're the leading paper here

San Francisco Examiner

REPRESENTATIVES: HEARST ADVERTISING SERVICE

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Figures Can't Keep Up with the Way
STOCKTON *Keeps Growing!*
(CALIFORNIA)



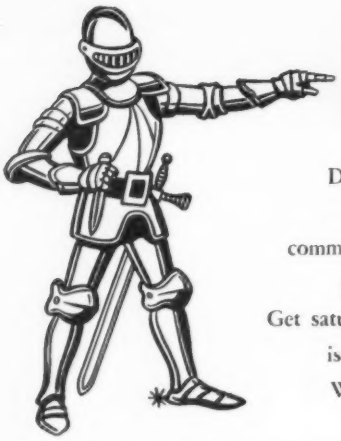
* U. S. Bureau of Census 1950 Preliminary Figures

Stockton ABC City Zone Population* ----115,363
Stockton Trade Area Population* ----264,904

Circulation
48,500
Sept. 30, 1951 ABC

9 of 10 families in City Zone —7 of 10 Trade Area families read The Stockton Record

ONE PAPER COVERAGE
Stockton Record
Represented Nationally by Cresmer & Woodward, Inc.



Ad-Venture in Ventura!

Discover your Western market potential at low cost. Sample one wealthy, isolated community — Ventura, California — with one paper — Ventura County Star-Free Press. Get saturation coverage in an area whose wealth is as great as it is diversified. Explore the West best with an ad-venture in Ventura!

Contact WEST-HOLLIDAY CO., INC.
representatives for the

Ventura COUNTY STAR-FREE PRESS

A John P. Scripps newspaper!

CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
South San Francisco	.....	.....	21.7	.0140	6.4	11,130	.0074	4,321	611	414	818	176	1,823	28,144	.0127	1,297	4,398	.0114	81
Santa Barbara	**C7**	.....	**102.8**	**.0664**	**32.3**	**126,256**	**.0835**	**27,756**	**5,918**	**7,265**	**22,185**	**4,213**	.....	**171,361**	**.0778**	**1,667**	**5,305**	**.0772**	**116**
Santa Barbara	.....	.....	47.2	.0304	16.0	78,256	.0517	16,808	3,203	5,182	13,706	2,763	20,903	92,174	.0419	1,953	5,761	.0425	140
Santa Maria	.....	.....	10.9	.0071	3.5	23,793	.0157	3,950	1,213	1,414	5,902	471	6,749	21,286	.0096	1,953	6,082	.0109	154
Santa Clara	**B5**	**128**	**312.3**	**.2016**	**92.6**	**332,860**	**.2201**	**79,350**	**32,560**	**20,806**	**55,056**	**10,388**	.....	**457,557**	**.2076**	**1,465**	**4,941**	**.2102**	**104**
▲San Jose	.....	.....	100.7	.0650	31.7	175,107	.1158	36,376	24,949	12,003	30,399	5,944	75,495	162,780	.0739	1,616	5,135	.0847	130
Palo Alto	.....	.....	27.3	.0176	9.1	49,288	.0326	8,954	4,533	2,819	11,796	1,491	*	54,690	.0248	2,003	6,010	.0257	146
Gilroy	.....	.....	5.4	.0035	1.8	11,661	.0077	2,638	648	429	1,708	344	151	7,094	.0032	1,314	3,941	.0046	131
Santa Cruz	**B6**	.....	**69.9**	**.0451**	**25.1**	**77,772**	**.0514**	**21,924**	**7,584**	**4,218**	**11,864**	**2,114**	.....	**89,481**	**.0406**	**1,280**	**3,565**	**.0447**	**99**
Santa Cruz	.....	.....	23.1	.0149	9.0	38,628	.0256	10,422	3,753	2,366	6,851	1,127	4,472	35,009	.0159	1,516	3,890	.0186	125
Watsonville	.....	.....	12.3	.0079	4.2	25,234	.0167	5,842	2,893	1,182	4,291	605	4,575	16,987	.0077	1,381	4,045	.0104	132
Shasta	**B2**	.....	**37.5**	**.0242**	**12.0**	**47,168**	**.0312**	**12,642**	**3,445**	**1,950**	**10,624**	**1,136**	.....	**49,266**	**.0223**	**1,314**	**4,106**	**.0254**	**105**
Redding	.....	.....	10.5	.0068	3.7	31,882	.0210	6,901	2,840	1,226	9,690	855	12,785	14,325	.0065	1,364	3,872	.0109	160
Sierra	**C4**	.....	**2.4**	**.0016**	**.8**	**1,766**	**.0011**	**566**	**224**	**38**	**299**	**104**	.....	**3,234**	**.0015**	**1,348**	**4,043**	**.0014**	**88**
Siskiyou	**A2**	.....	**31.2**	**.0201**	**10.0**	**34,553**	**.0229**	**8,733**	**3,578**	**1,116**	**5,937**	**1,035**	.....	**46,761**	**.0212**	**1,499**	**4,676**	**.0215**	**107**
Yreka City	.....	.....	3.3	.0021	1.1	11,586	.0077	2,403	1,211	770	2,607	429	*	5,223	.0024	1,583	4,748	.0039	186
Solano	**B4**	**127**	**115.7**	**.0747**	**34.4**	**102,600**	**.0678**	**30,360**	**5,837**	**5,628**	**21,216**	**2,256**	.....	**138,267**	**.0627**	**1,195**	**4,019**	**.0666**	**89**
Vallejo	.....	.....	26.6	.0172	8.2	57,150	.0378	13,013	4,848	4,229	15,119	1,144	6,307	38,552	.0175	1,449	4,701	.0235	137
Sonoma	**A4**	.....	**109.5**	**.0707**	**35.3**	**142,378**	**.0942**	**27,376**	**9,378**	**6,674**	**18,785**	**3,478**	.....	**149,382**	**.0678**	**1,364**	**4,232**	**.0763**	**108**
Santa Rosa	.....	.....	19.1	.0123	6.9	53,219	.0352	8,604	5,730	4,502	9,167	1,898	17,349	30,554	.0138	1,600	4,428	.0199	162
Petaluma	.....	.....	11.0	.0071	3.8	37,598	.0249	4,767	1,568	1,269	1,771	562	3,659	15,376	.0070	1,398	4,046	.0124	175
Stanislaus	**C5**	.....	**137.6**	**.0888**	**41.0**	**166,520**	**.1101**	**31,857**	**13,993**	**6,802**	**33,495**	**3,663**	.....	**190,031**	**.0862**	**1,381**	**4,635**	**.0939**	**106**
Modesto	.....	.....	17.8	.0115	6.3	90,965	.0601	13,598	10,481	3,714	21,415	2,141	15,036	31,468	.0143	1,768	4,995	.0275	239
Turlock	.....	.....	6.7	.0043	2.3	22,638	.0150	4,098	1,347	1,091	4,383	485	8,876	12,746	.0058	1,902	5,542	.0082	191
Sutter	**B4**	.....	**27.5**	**.0178**	**8.3**	**17,402**	**.0115**	**6,030**	**215**	**138**	**1,473**	**259**	.....	**49,541**	**.0225**	**1,801**	**5,969**	**.0183**	**103**
Tehama	**B3**	.....	**20.1**	**.0129**	**6.5**	**21,689**	**.0143**	**4,661**	**1,559**	**702**	**3,394**	**505**	.....	**24,696**	**.0112**	**1,229**	**3,799**	**.0125**	**97**
Red Bluff	.....	.....	5.1	.0033	1.6	13,159	.0087	2,556	1,380	487	2,481	278	*	7,644	.0034	1,499	4,778	.0050	152

▲ and △ See end of state for Standard Metropolitan County Areas.
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SPEAKING OF LEADERSHIP . . . . . .

IN SANTA BARBARA . . . IT'S RADIO KIST!

	EFFECTIVE BUYING INCOME	QUALITY OF MARKET INDEX
Leads California Average	15%	26 Index Points
Leads Pacific Coast Average	18%	28 Index Points
Leads National Average	37%	40 Index Points

Only five stations have enough audience in the Santa Barbara area to show up on the Hooper. Of these, the nighttime share-of-audience for Dec.-Jan. 1951-52 was:

KIST	29.4
Station A	23.1
Station B	20.0
Station C	16.6
Station D	7.0
All other stations, total	3.8

NBC

KIST . . . Represented by George P. Hollingbery Co. . . .



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

CALIFORNIA — (Continued)

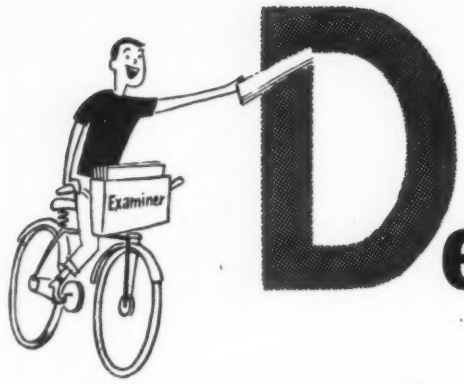
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Trinity	A2		5.1	.0033	1.8	3,087	.0021	1,313	112	42		154		5,838	.0027	1,145	3,243	.0026	79
Tulare	D6		156.8	.1012	45.4	146,766	.0970	39,019	12,052	6,722	27,060	3,255		195,294	.0886	1,245	4,302	.0936	92
Visalia			12.4	.0080	3.9	32,790	.0217	6,283	3,651	2,296	7,578	810	5,225	19,002	.0087	1,532	4,872	.0124	155
Tulare			13.1	.0085	3.9	29,429	.0194	4,502	3,303	1,301	6,093	781	*	18,312	.0083	1,398	4,695	.0117	138
Porterville			7.2	.0046	2.4	24,842	.0165	4,394	2,702	1,743	6,739	631	2,813	9,338	.0042	1,297	3,891	.0080	174
Tuolumne	C5		12.8	.0083	4.4	14,023	.0093	3,921	602	598	3,315	420		18,538	.0084	1,448	4,213	.0087	105
Ventura	D8		122.3	.0788	34.7	112,435	.0743	30,680	8,000	5,152	22,230	3,187		166,844	.0757	1,364	4,808	.0759	96

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CALIFORNIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ventura			17.2	.0111	5.8	43,133	.0285	8,729	4,850	1,941	11,265	1,448	9,089	33,589	.0152	1,953	5,791	.0184	166
Oxnard			23.2	.0150	6.5	28,551	.0189	7,215	1,532	1,375	5,023	579	2,989	29,308	.0133	1,263	4,509	.0153	102
Santa Paula			11.9	.0077	3.5	13,383	.0088	34,33	774	1,051	3,620	356	290	15,434	.0070	1,297	4,410	.0077	100
Yolo	B4		43.1	.0279	12.7	37,576	.0249	12,046	2,228	908	8,480	1,514		72,569	.0329	1,684	5,714	.0295	106
Woodland			9.9	.0064	3.2	20,356	.0135	4,905	1,516	655	5,953	941	12,462	21,674	.0099	2,189	6,773	.0103	161
Yuba	C4		25.7	.0166	7.7	45,577	.0301	8,903	3,677	1,843	10,408	1,010		42,408	.0192	1,650	5,508	.0220	133
Marysville			9.3	.0060	2.9	40,108	.0265	6,023	3,268	1,702	10,301	845	*	15,189	.0069	1,633	5,238	.0126	210
Total Above Cities			6,915.9	4.4643	2,312.7	10,066,635	6.6565	2,235,757	1,241,982	694,038	1964,027	327,784	5,761,956	13,232,990	6.0038	1,913	5,723	5.8903	132
State Total			11,211.3	7.2369	3,576.9	12,428,169	8.2178	3,017,859	1,341,136	777,704	2215,474	390,369		19,081,270	8.6571	1,702	5,335	8.2414	114
Per Capita Sales						1,109		269	120	69	198	35							
Per Family Sales						3,475		844	375	217	619	109							

CALIFORNIA — SM Standard Metropolitan County Areas

Fresno		51	283.1	.1892	86.2	329,282	.2178	76,346	27,007	18,338	59,185	9,236		414,639	.1881	1,415	4,810	.1972	104
Los Angeles		80	4,617.5	2.9804	1,536.2	5,266,556	3.4824	1,244,501	645,163	358,165	970,594	188,996		8,423,020	3.8215	1,824	5,483	3.5516	119
△Riverside		182	182.3	.1177	57.9	181,793	.1202	46,368	12,519	8,402	29,250	5,409		230,301	.1045	1,263	3,978	.1119	75
Sacramento		118	297.0	.1917	89.6	341,848	.2260	80,568	37,336	25,511	58,551	11,428		500,074	.2269	1,684	5,581	.2196	115
San Bernardino		125	305.6	.1974	93.8	267,756	.1770	70,929	23,108	13,860	39,516	9,053		354,927	.1610	1,161	3,783	.1731	88
San Diego		126	590.5	.3811	187.0	605,358	.4003	145,424	56,394	40,330	113,974	19,606		1,004,186	.4556	1,701	5,370	.4241	111
San Francisco-Oakland		127	2,366.6	1.5277	758.1	2,687,791	1.7773	682,321	320,400	180,117	435,773	77,970		4,479,561	2.0323	1,893	5,909	1.8548	121
San Jose		128	312.3	.2016	92.6	332,860	.2201	79,350	32,560	20,806	55,056	10,388		457,557	.2076	1,465	4,941	.2102	104
Stockton		141	213.5	.1378	62.1	223,450	.1477	51,186	18,094	14,382	43,518	5,128		334,347	.1517	1,566	5,384	.1477	107

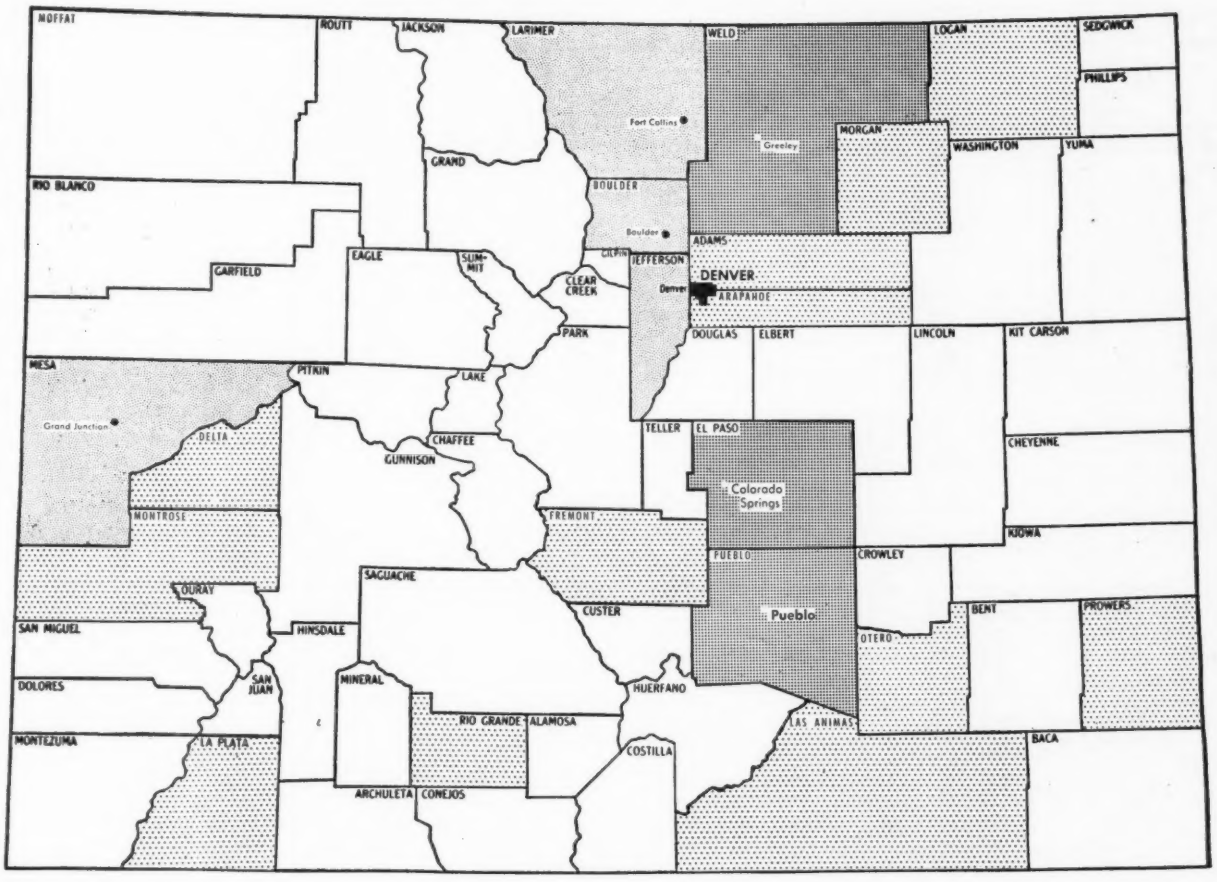
▲ and △ See end of state for Standard Metropolitan County Areas.
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Sectional Index by States is on page 5.

COLORADO



1950 Net Effective Buying Income

- In excess of $150 Million
- $75 Million to $149.9 Million
- $40 Million to $74.9 Million
- $15 Million to $39.9 Million

Cities shown are those having net Effective Buying Income of $15 million and over

Scale of Miles: 0 25 50 75 100

One Inch Equals Approximately 60 Miles

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(Other Mountain States: Arizona, p. 194; Idaho, p. 263; Montana, p. 394; Nevada, p. 404; New Mexico, p. 420; Utah, p. 578; Wyoming, p. 616.)

— COLORADO — Counties and Cities

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alamosa	Alamosa	5.2	17	4	8	12	4
Boulder	Boulder	20.7	40	5	22	17	9
Colorado Springs	El Paso	47.5	126	13	47	43	28
Denver	Denver	429.7	1,010	99	231	213	217
Durango	La Plata	7.4	18	6	6	19	4
Englewood	Arapahoe	17.9	36	4	14	15	5
Fort Collins	Larimer	15.5	41	7	14	17	7
Fort Morgan	Morgan	5.4	9	4	7	17	3
Grand Junction	Mesa	14.9	38	7	19	29	7
Greeley	Weld	20.6	44	9	23	32	11
La Junta	Otero	7.8	28	5	8	14	4
Lamar	Prowers	7.9	10	6	6	15	4
Longmont	Boulder	8.4	30	6	15	18	5
Loveland	Larimer	7.0	19	5	11	12	3
Pueblo	Pueblo	66.3	187	20	42	42	22
Sterling	Logan	7.5	27	4	15	18	4
Trinidad	Las Animas	12.1	58	6	12	17	4

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	E3	39	44.2	.0285	11.5	21,688	.0143	4,934	769	959	3,451	752	.....	52,231	.0237	1,182	4,542	.0217	76
Alamosa	D5	.....	10.6	.0069	2.9	15,493	.0103	3,136	1,578	814	3,681	485	.....	12,096	.0055	1,141	4,171	.0072	104
Alamosa	.....	.....	5.2	.0034	1.5	14,978	.0099	2,898	1,578	814	3,681	485	*	6,854	.0031	1,318	4,569	.0052	153

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COLORADO — (Continued)

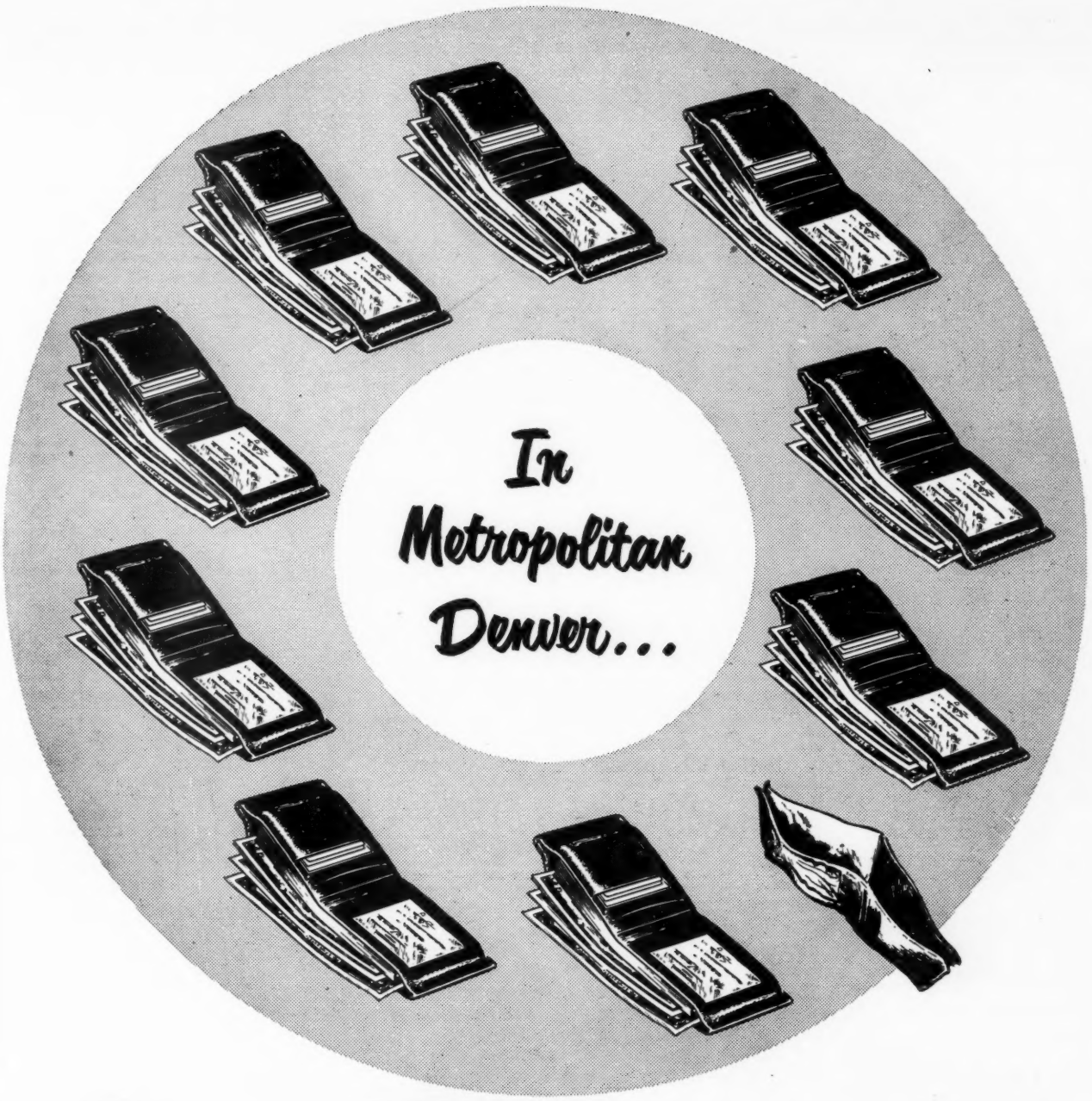
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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Arapahoe	E3	39	55.5	.0358	16.3	42,516	.0281	14,598	1,908	1,485	10,123	1,932	.....	50,504	.0229	910	3,098	.0270	75
Englewood	.....	.....	17.9	.0115	5.7	24,547	.0162	7,127	1,855	1,235	7,846	1,460	*	23,110	.0105	1,291	4,054	.0124	108
Archuleta	C6	.....	2.9	.0019	.8	2,105	.0014	385	78	*	*	262	.....	2,957	.0013	1,020	3,696	.0015	79
Baca	F5	.....	8.1	.0052	2.4	8,785	.0058	2,066	520	199	661	328	.....	10,676	.0049	1,318	4,448	.0052	100
Bent	F5	.....	8.9	.0057	2.3	6,569	.0043	1,768	439	136	1,076	232	.....	8,951	.0040	1,006	3,892	.0044	77
Boulder	D2	.....	50.1	.0324	14.8	50,239	.0333	12,268	2,636	3,512	9,563	1,677	.....	65,357	.0297	1,305	4,416	.0313	97
Boulder	.....	.....	20.7	.0134	5.8	24,255	.0161	6,132	1,588	2,132	4,038	932	2,978	32,348	.0147	1,563	5,577	.0148	110
Longmont	.....	.....	8.4	.0054	2.8	16,761	.0111	3,190	916	1,142	3,879	575	1,175	11,527	.0052	1,372	4,117	.0070	130
Chaffee	C4	.....	7.1	.0046	2.3	8,356	.0055	2,251	494	680	2,105	207	.....	9,935	.0045	1,399	4,320	.0048	104
Cheyenne	F4	.....	3.4	.0022	1.1	3,270	.0021	604	75	*	520	104	.....	4,206	.0019	1,237	3,824	.0020	91
Clear Creek	D3	.....	3.4	.0022	1.1	3,913	.0026	911	83	188	823	168	.....	5,033	.0023	1,480	4,575	.0024	109
Conejos	C6	.....	10.1	.0065	2.4	5,040	.0034	1,251	620	*	948	178	.....	6,866	.0031	680	2,861	.0039	60
Costilla	D6	.....	5.9	.0038	1.3	1,789	.0011	405	519	*	.....	107	.....	2,408	.0011	408	1,852	.0016	42
Crowley	E4	.....	5.3	.0034	1.4	4,239	.0028	956	255	51	973	164	.....	5,760	.0026	1,087	4,114	.0028	82
Custer	D5	.....	1.6	.0010	.5	865	.0006	253	50	.....	.....	51	.....	1,674	.0008	1,046	3,348	.0008	80
Delta	B4	.....	17.6	.0114	5.4	14,584	.0097	3,480	971	847	2,648	431	.....	23,436	.0106	1,332	4,340	.0105	92
Denver	E3	39	429.7	.2774	136.8	620,268	.4101	115,304	131,646	31,408	115,150	25,288	.....	759,182	.3444	1,767	5,550	.3507	126
▲Denver	.....	.....	429.7	.2774	136.8	620,268	.4101	115,304	131,646	31,408	115,150	25,288	554,950	759,182	.3444	1,767	5,550	.3507	126
Dolores	A5	.....	2.0	.0013	.6	1,154	.0008	379	281	*	*	55	.....	1,304	.0006	652	2,173	.0008	62
Douglas	E3	.....	3.5	.0022	1.2	2,296	.0015	604	31	*	538	110	.....	4,566	.0021	1,305	3,805	.0019	86
Eagle	C3	.....	4.5	.0029	1.3	3,367	.0022	1,019	165	*	303	143	.....	5,567	.0025	1,237	4,282	.0025	86
Elbert	E3	.....	4.5	.0029	1.3	2,807	.0019	638	102	.....	*	157	.....	4,891	.0023	1,087	3,762	.0023	79
El Paso	E4	168	78.0	.0504	24.8	89,157	.0589	19,470	8,080	6,720	13,775	4,249	.....	115,481	.0524	1,481	4,656	.0540	107
△Colorado Springs	.....	.....	47.5	.0306	16.7	73,870	.0488	15,683	5,835	6,426	13,312	3,602	23,167	76,802	.0349	1,617	4,599	.0382	125
Fremont	D4	.....	18.2	.0117	5.5	15,592	.0103	3,818	959	611	4,080	554	.....	19,783	.0089	1,087	3,597	.0099	85
Garfield	B3	.....	11.8	.0076	3.7	13,178	.0087	3,019	687	629	3,001	571	.....	15,873	.0072	1,345	4,290	.0077	101
Gilpin	D3	.....	.8	.0006	.3	482	.0004	198	31	*	.....	44	.....	999	.0005	1,249	3,330	.0005	83
Grand	C2	.....	3.9	.0025	1.2	5,606	.0037	692	890	158	821	381	.....	6,095	.0027	1,563	5,079	.0030	120
Gunnison	C4	.....	5.8	.0037	1.7	6,537	.0043	1,705	423	329	1,599	218	.....	9,142	.0042	1,576	5,378	.0041	111
Hinsdale	B5	.....	.2	.0002	.1	138	.0001	54	.....	.....	.....	39	.....	285	.0001	1,425	2,850	.0001	50
Huerfano	D5	.....	10.2	.0065	3.0	8,419	.0055	2,258	753	345	2,052	231	.....	10,673	.0049	1,046	3,558	.0054	83
Jackson	C1	.....	2.0	.0013	.7	1,574	.0011	452	25	*	198	99	.....	3,260	.0014	1,630	4,657	.0013	100
Jefferson	D3	39	60.8	.0393	18.0	35,750	.0238	10,200	1,010	979	9,198	1,661	.....	78,493	.0357	1,291	4,361	.0328	83
Kiowa	F4	.....	3.0	.0019	.9	2,659	.0018	631	30	82	396	104	.....	3,751	.0017	1,250	4,168	.0018	95
Kit Carson	F3	.....	8.9	.0058	2.6	10,624	.0070	1,696	436	66	1,825	455	.....	10,276	.0048	1,155	3,952	.0056	97
Lake	C3	.....	6.1	.0039	1.9	7,206	.0048	1,884	1,443	189	1,207	320	.....	8,040	.0037	1,318	4,232	.0041	105
La Plata	B5	.....	15.0	.0097	4.3	16,117	.0106	3,504	1,299	712	4,139	502	.....	18,132	.0082	1,209	4,217	.0092	95
Durango	.....	.....	7.4	.0048	2.3	14,340	.0095	2,942	1,036	712	3,931	395	*	8,844	.0040	1,195	3,845	.0058	121
Larimer	D1	.....	45.1	.0291	13.8	47,832	.0317	10,577	3,722	2,379	9,934	1,679	.....	54,517	.0247	1,209	3,951	.0277	95
Fort Collins	.....	.....	15.5	.0100	4.8	24,977	.0165	5,729	2,663	1,441	5,943	797	1,413	18,962	.0086	1,223	3,950	.0112	112
Loveland	.....	.....	7.0	.0045	2.4	11,859	.0079	2,117	861	792	3,062	464	*	7,514	.0034	1,073	3,131	.0059	111
Las Animas	E5	.....	25.6	.0165	7.0	20,052	.0132	6,068	2,484	600	3,807	516	.....	22,949	.0104	896	3,278	.0125	78
Trinidad	.....	.....	12.1	.0078	3.5	16,389	.0108	4,372	2,069	600	3,236	344	*	10,682	.0049	883	3,052	.0072	92
Lincoln	F3	.....	6.0	.0039	1.8	8,229	.0055	1,283	173	77	1,191	374	.....	7,009	.0032	1,168	3,894	.0040	103
Logan	F1	.....	17.2	.0111	5.0	22,970	.0151	3,962	2,122	1,426	6,617	529	.....	22,671	.0103	1,318	4,534	.0119	107
Sterling	.....	.....	7.5	.0049	2.2	19,952	.0132	3,512	1,213	1,426	6,339	442	6,159	10,597	.0048	1,413	4,817	.0073	149
Mesa	A3	.....	40.0	.0258	12.0	38,584	.0256	8,640	4,098	1,765	9,135	1,196	.....	45,102	.0205	1,128	3,759	.0231	90
Grand Junction	.....	.....	14.9	.0096	4.7	30,726	.0203	5,465	3,916	1,505	8,504	1,022	18,959	21,657	.0098	1,453	4,608	.0129	143
Mineral	C5	.....	.7	.0005	.2	530	.0003	190	51	.....	.....	43	.....	999	.0004	1,427	4,995	.0004	80
Moffat	A1	.....	6.0	.0038	1.8	9,942	.0066	2,000	559	296	1,888	329	.....	8,396	.0038	1,399	4,664	.0048	121
Montezuma	A5	.....	10.0	.0065	2.9	10,568	.0070	2,463	675	327	3,141	487	.....	11,276	.0051	1,128	3,888	.0060	92
Montrose	A4	.....	15.2	.0098	4.6	14,064	.0093	3,064	784	697	3,525	414	.....	20,240	.0092	1,332	4,400	.0094	96
Morgan	E2	.....	18.3	.0117	5.1	22,463	.0148	3,941	1,007	1,055	4,702	660	.....	23,825	.0107	1,291	4,632	.0121	103
Fort Morgan	.....	.....	5.4	.0035	1.7	12,035	.0080	1,676	680	613	3,256	411	856	7,629	.0035	1,413	4,488	.0048	137
Otero	E5	.....	25.8	.0167	7.5	24,503	.0162	5,801	2,537	1,491	5,422	778	.....	35,752	.0163	1,388	4,767	.0164	98
La Junta	.....	.....	7.8	.0050	2.5	13,590	.0090	2,901	18,55	1,018	3,442	401	1,728	12,928	.0058	1,657	5,171	.0066	132
Ouray	B5	.....	2.0	.0013	.7	1,452	.0010	423	140	*	*	180	.....	2,853	.0013	1,427	4,076	.0012	92
Park	D3	.....	1.8	.0011	.7	1,841	.0012	334	306	.....	566	113	.....	2,519	.0011	1,399	3,599	.0011	100
Phillips	G2	.....	5.0	.0032	1.5	7,354	.0049	1,105	443	261	1,294	259	.....	6,794	.0031	1,359	4,529	.0037	116

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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9 out of 10 of your prospects read THE DENVER POST

Here's unique, single medium coverage of a major metropolitan market. In addition, The Denver Post saturates its retail trading zone, blankets the State of Colorado, and penetrates the entire Rocky Mountain Empire.

CIRCULATION

Daily	227,859
Sunday	357,324
Empire Magazine and Comics	388,673

A.B.C. Publisher's Statement
September 30, 1951



THE DENVER POST
The Voice of the Rocky Mountain Empire
PALMER HOYT, EDITOR AND PUBLISHER

Represented Nationally by Moloney, Regan & Schmitt, Inc.

COLORADO— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Pitkin	B3		1.6	.0011	.5	1,151	.0007	305	39	*	*	58		2,109	.0009	1,318	4,218	.0009	82
Prowers	G5		15.3	.0098	4.5	20,688	.0137	3,032	1,298	1,018	4,404	981		16,630	.0076	1,087	3,698	.0099	101
Lamar			7.9	.0051	2.0	13,742	.0091	2,009	1,153	612	3,618	572	*	10,306	.0047	1,305	5,153	.0061	120
Pueblo	E4	110	93.4	.0603	25.9	87,954	.0582	19,936	13,589	5,551	18,720	2,078		130,695	.0593	1,399	5,046	.0592	98
▲Pueblo			66.3	.0428	20.2	76,746	.0507	17,372	13,015	5,551	14,619	1,842	33,023	97,261	.0441	1,467	4,815	.0458	107
Rio Blanco	A2		5.1	.0033	1.5	5,460	.0036	1,595	101	108	1,226	354		6,998	.0032	1,372	4,665	.0033	100
Rio Grande	C5		12.7	.0082	3.4	12,271	.0081	2,613	1,034	590	3,384	482		17,943	.0081	1,413	5,277	.0081	99
Routt	B1		8.9	.0058	2.7	8,355	.0055	1,840	875	104	1,777	401		12,698	.0058	1,427	4,702	.0057	98
Saguache	C4		5.7	.0037	1.5	4,356	.0029	715	124	*	1,359	183		5,655	.0025	992	3,770	.0029	78
San Juan	B5		1.5	.0009	.4	1,051	.0007	304	114	*		112		1,752	.0008	1,168	4,380	.0008	89
San Miguel	A5		2.7	.0018	.8	1,582	.0010	660	89	62	*	115		3,669	.0017	1,359	4,586	.0015	83
Sedgwick	G1		5.1	.0033	1.5	6,477	.0043	1,289	381	661	1,149	259		6,722	.0030	1,318	4,481	.0035	108
Summit	C3		1.2	.0007	.4	652	.0004	209	49		*	54		1,434	.0007	1,195	3,585	.0006	86
Teller	D4		2.4	.0016	.9	2,744	.0019	760	30	41	698	144		2,938	.0013	1,223	3,262	.0015	94
Washington	F2		7.5	.0048	2.3	6,709	.0044	1,730	392	14	1,147	225		6,622	.0030	883	2,879	.0038	79
Weld	E1		67.7	.0437	19.0	70,964	.0469	13,452	4,622	2,745	16,055	1,732		83,734	.0380	1,237	4,407	.0418	96
Greeley			20.6	.0133	6.6	41,966	.0277	7,356	4,143	2,296	11,741	995	10,517	35,539	.0161	1,725	5,385	.0190	143
Yuma	G2		10.9	.0071	3.4	11,879	.0079	2,129	794	397	1,981	494		13,776	.0063	1,264	4,052	.0069	97
Total Above Cities			701.8	.4530	222.2	1,051,001	.6949	205,785	176,022	59,723	215,597	40,027	654,925	1,151,742	.5225	1,641	5,183	.5600	124
State Total			1,384.0	.8804	409.7	1,505,041	.9952	317,191	201,918	73,331	298,933	57,488		1,915,956	.8693	1,405	4,676	.9093	103
Per Capita Sales						1,103		233	148	54	219	42							
Per Family Sales						3,674		774	493	179	730	140							

COLORADO— SM Standard Metropolitan County Areas

△ColoradoSprings		168	78.0	.0504	24.8	89,157	.0589	19,470	8,080	6,720	13,775	4,249		115,481	.0524	1,481	4,656	.0540	107
Denver		39	590.2	.3810	182.6	720,222	.4761	145,036	135,333	34,811	137,920	29,633		940,410	.4267	1,593	5,150	.4322	113
Pueblo		110	93.4	.0603	25.9	87,954	.0582	19,936	13,589	5,551	18,720	2,078		130,695	.0593	1,399	5,046	.0592	98

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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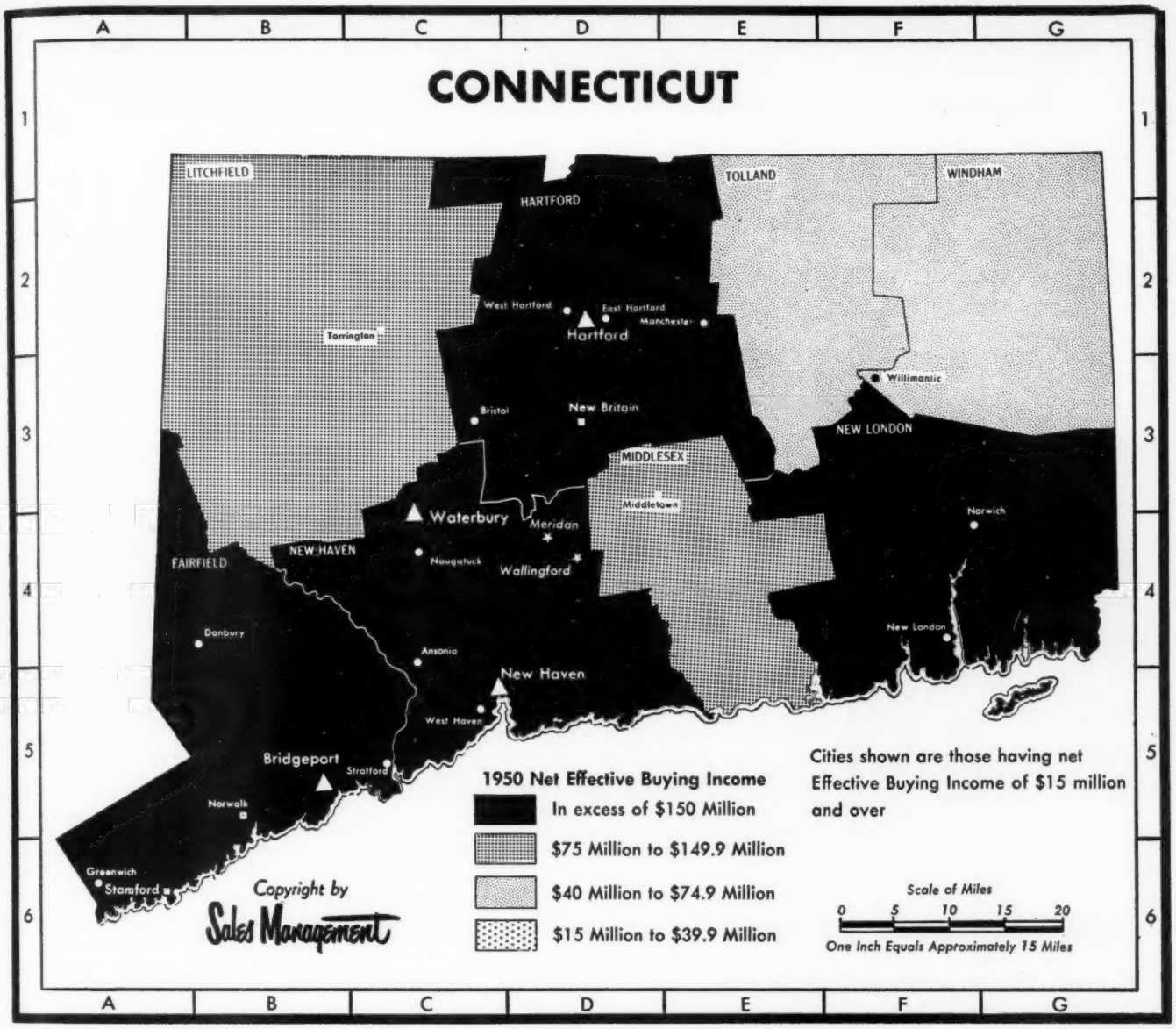


BASIC CBS 5,000 WATTS
Represented by Raymer
Walter Haase, Station Manager
William Malo, Commercial Manager

FIRST
*Hartford ranks first in per family income for all cities over 100,000 population.

FIRST
WDRC ranks first in the rich Hartford market. First with AM, since 1922. First with FM, since 1939. First with timebuyers who check ratings and cost. Write WDRC for the latest Market Study.

*Sales Management's Survey of Buying Power May 10, 1952



(Other New England States: Maine, p. 328; Massachusetts, p. 336; New Hampshire, p. 406; Rhode Island, p. 522; Vermont, p. 581.)

— CONNECTICUT — Counties and Cities

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Ansonia	New Haven	19.2	94	9	18	12	12
Bridgeport	Fairfield	162.4	766	62	117	73	102
Bristol	Hartford	37.3	133	10	20	20	10
Danbury	Fairfield	23.3	112	15	37	29	16
Derby	New Haven	10.6	64	5	14	15	11
East Hartford	Hartford	30.4	50	2	10	21	14
Greenwich	Fairfield	42.0	*	*	*	*	*
Hartford	Hartford	180.7	579	60	153	87	122
Manchester	Hartford	35.2	*	*	*	*	*
Meriden	New Haven	45.0	205	16	37	28	14
Middletown	Middlesex	30.9	92	11	28	18	12
Naugatuck	New Haven	18.0	58	4	9	9	20
New Britain	Hartford	75.0	276	26	37	40	19
New Haven	New Haven	168.0	784	81	152	89	104
New London	New London	31.4	133	16	35	31	15
Norwalk	Fairfield	51.4	173	14	36	34	21
Norwich	New London	37.9	108	12	28	15	14
Putnam City	Windham	8.3	41	7	7	11	6
Stamford	Fairfield	76.3	222	13	64	37	29
Stratford	Fairfield	34.4	69	5	7	12	12
Torrington	Litchfield	28.6	129	7	27	28	13
Wallingford	New Haven	12.3	59	9	12	14	6
Waterbury	New Haven	107.3	434	42	73	55	55
West Hartford	Hartford	46.0	56	7	27	12	16
West Haven	New Haven	32.8	113	10	8	9	16
Willimantic	Windham	14.0	60	8	14	21	8

*Withheld to avoid disclosure.

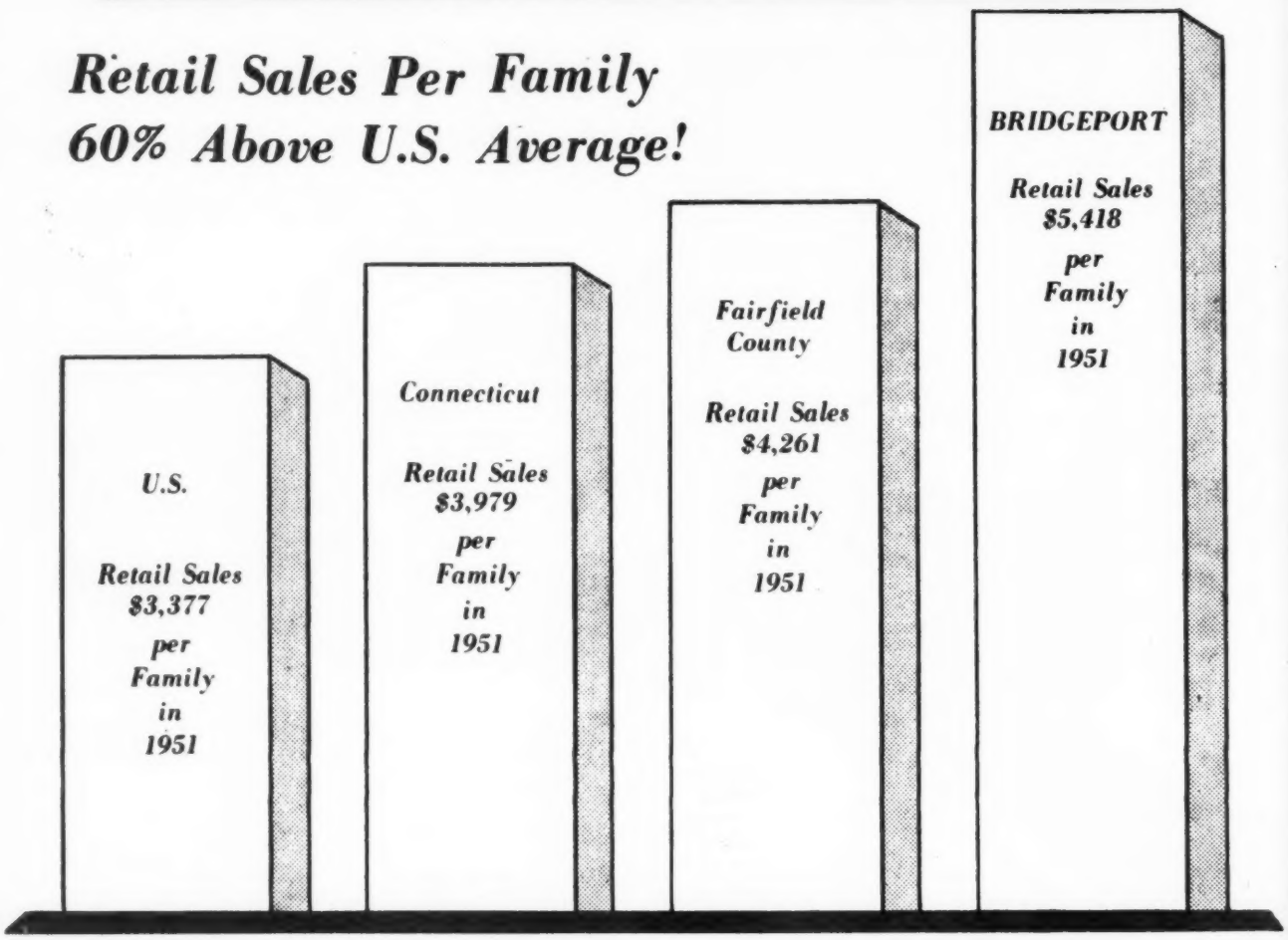
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Business is Wonderful in BRIDGEPORT

Retail Sales Per Family 60% Above U.S. Average!



NO OTHER MEDIUM COVERS THE GREAT BRIDGEPORT MARKET LIKE THE POST-TELEGRAM

100% COVERAGE OF THE ABC CITY ZONE

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Fairfield	B4	19	521.8	.3368	150.8	642,631	.4249	183,372	43,392	371,00	107,160	19,050	.....	1,088,365	.4238	2,086	7,217	.4418	131
▲Bridgeport	.....	.....	162.4	.1048	47.3	256,250	.1694	68,773	28,222	16,469	37,580	8,424	118,917	311,969	.1415	1,921	6,596	.1425	136
▲Stamford	.....	.....	76.3	.0493	21.6	99,131	.0656	24,969	4,468	6,850	24,403	2,453	35,901	173,084	.0786	2,268	8,013	.0688	140
▲Norwalk	.....	.....	51.4	.0332	15.2	61,330	.0405	15,811	2,763	3,480	12,267	1,461	9,738	115,680	.0525	2,251	7,611	.0450	136

▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.

To help you determine sales potentials by territories and sections, a cross index to states in the same geographic areas is provided at the beginning of each state table, alongside the state name. See page 225.

STAMFORD, CONN . . .

$8,013 Family Income . . . 63% above U. S. average
Highest Family Income of all Conn. cities over 50,000 population

Connecticut's 5th Largest Market

		Rank in State
Population	76,300	5
Retail Sales	$99,131,000	5
Food Sales	24,969,000	5
Furniture-House.	6,850,000	5
Automotive	24,403,000	4
Drug	2,453,000	5

Family Retail Sales — 36% above U.S. average

Family Food Sales — 42% above U.S. average

Family Furn.-House. sls. — 45% above U.S. average

Family Automotive sls. — 66% above U.S. average

Over 21,000 Families • Over 21,000 Circulation

STAMFORD ADVOCATE

Represented by

The Julius Mathews Special Agency, Inc.

MID-FAIRFIELD COUNTY SHOPPING CENTER

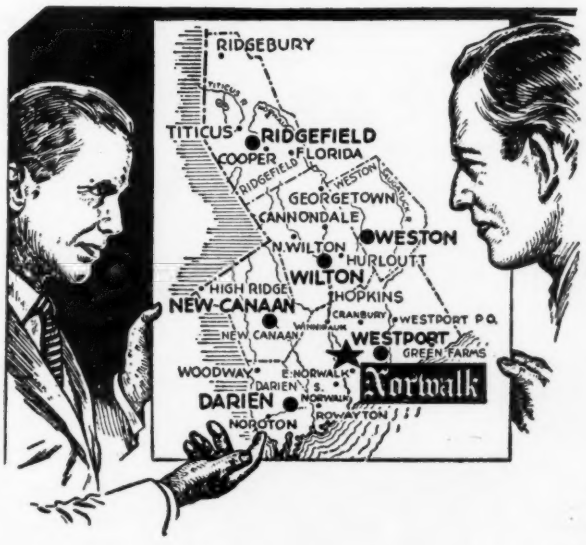
with $111,813,856 Retail Sales . . .
$197,780,788 Income

Norwalk . . . home of big name industrial plants as well as top-flight residential community . . . offers advertisers a big, easy-to-hit sales target in its $7,611 family income . . . and in the $7,217 family income of its trading area.

Few markets . . . *very* few, in fact . . . show such a high level of prosperity in *both* city *and* trading area!

Family living habits in the entire Norwalk market result in sales well above average . . . while leaving a big reserve of family buying power for the purchase of "extras".

The Hour is the paper in this market. You get dominant coverage at minimum cost.



Norwalk Conn. Hour

Norwalk market is your entering point for Mid-Fairfield County business.

Represented by the Julius Mathews Special Agency, Inc.

New York — Chicago — Boston — Philadelphia — Detroit — Pittsburgh — Syracuse

our grocery store

INVENTORY-SALES REPORT

On a ten-week study of margarine by brands will soon be available to you.

This special service to advertisers is, we believe, the first grocery sales-inventory study *in a community of the size and character of Greenwich, Conn.* It covers ten per cent of the grocery outlets, each store being selected as to size, type and location in such a way that a fair cross-section of the community is provided.

It is planned to take an inventory of TEA sales in the succeeding ten weeks, with other categories later.

These studies afford advertisers an opportunity to study the results of a schedule of advertising in a more prosperous community, like Greenwich, at very little cost.

In these reports you will find answers to many questions relating to sales promotion including the effectiveness of various advertising approaches and the pulling power of coupons in the retail grocery field.

For complete information regarding these studies please write or phone Bogner and Martin, national representatives, or directly to the advertising department of Greenwich Time, Greenwich, Connecticut.

where the average family has

74% MORE TO SPEND

than has the average U. S. family

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

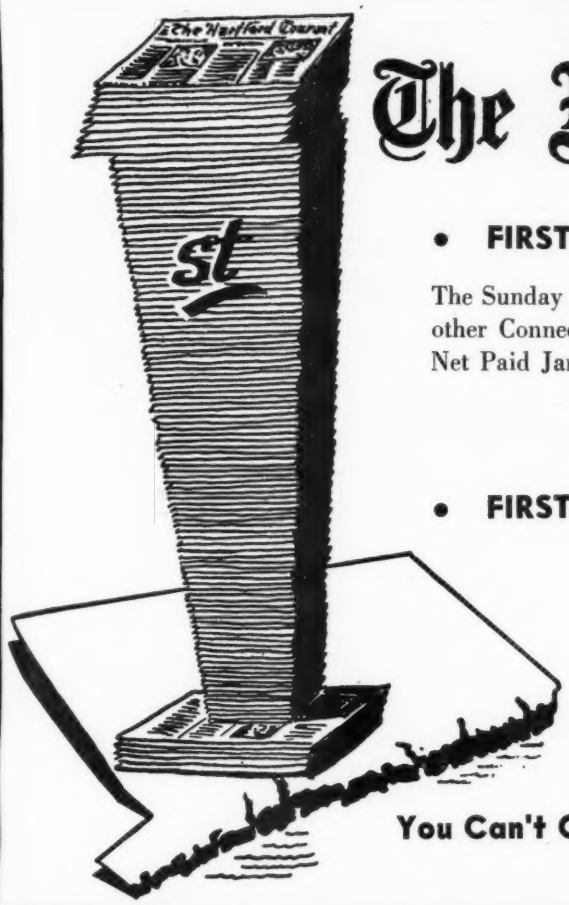
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Greenwich	.....	.....	42.0	.0271	12.5	48,619	.0322	13,093	3,853	2,604	7,841	1,389	*	107,576	.0488	2,561	8,606	.0395	146
Danbury	.....	.....	23.3	.0150	6.8	44,634	.0296	12,915	3,625	2,933	8,408	1,122	8,728	41,359	.0187	1,775	6,082	.0212	141
Stratford	.....	.....	34.4	.0222	10.1	21,149	.0139	7,027	272	367	4,286	1,108	*	80,562	.0366	2,342	7,976	.0269	121
Hartford	D2	60	556.0	.3589	159.3	681,968	.4510	170,937	82,208	35,280	115,710	21,573	.....	1,078,559	.4893	1,940	6,771	.4517	126

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

For description of all New Features in this year's *Survey*, see introduction, starting on page 15.



The Hartford Sunday Courant

- **FIRST in CIRCULATION in CONNECTICUT!**

The Sunday Hartford Courant now gives you MORE circulation than any other Connecticut paper, morning, evening or Sunday!
Net Paid January, 1952

117,506

- **FIRST in ADVERTISING in CONNECTICUT!**

The Sunday Hartford Courant carries MORE advertising than any single issue of any other Connecticut paper, morning, evening or Sunday!

The Sunday Hartford Courant travels to every part of the Hartford Trading Zone, an area equal in size to half the state of Connecticut.

You Can't Cover Connecticut — WITHOUT THE COURANT!

Represented Nationally by Gilman, Nicoll & Ruthman

Pictograph Section starts on page 82. Pictographs also appear in Farm Section, page 97, and Industrial Section, page 54.

TO COVER CENTRAL CONNECTICUT



You Need The BRISTOL PRESS!

Here's a Bright Spot in the Heart of the Nutmeg State that is covered only by THE BRISTOL PRESS . . . . Variety of industries keep business at a consistently high level—an ideal TEST CITY —*a good market to tap!*

96% Coverage A. B. C. City Zone

YOU CAN'T COVER CONNECTICUT WITHOUT THE BRISTOL PRESS

A.B.C. Circulation 11,176

—Represented by DeLisser, Inc.

It's Easy to Build Sales in NEW BRITAIN CONNECTICUT



The Hardware Center of the World

● **A Prosperous Market!**

City of New Britain —
1951 eff. Buying Income per family $6,092
1951 Retail Sales $89,368,000.
. . . . . Sales Management

● **A Compact Market!**

1,001 Retail Stores
radius of 5 miles . . .

. . . . 1940 U. S. Census.



● **Complete and Effective Coverage by One Newspaper**

Read in more than 95% of New Britain Households!
97.8% of 25,309 circulation is within 5 mile radius!

NEW BRITAIN HERALD

Represented by Story, Brooks & Finley, Inc.

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Hartford			180.7	.1167	52.9	329,069	.2176	63,523	66,836	17,500	48,696	10,410	221,373	419,956	.1905	2,324	7,939	.1839	158
▲New Britain			75.0	.0484	21.4	89,368	.0591	24,423	6,404	5,639	12,288	2,385	15,625	130,375	.0592	1,738	6,092	.0570	118
West Hartford			46.0	.0297	13.1	42,971	.0284	15,480	1,106	2,849	9,889	2,030	17,084	132,982	.0603	2,891	10,151	.0446	150
Manchester			35.2	.0227	10.3	40,452	.0267	10,890	3,200	2,168	6,585	1,244	*	57,974	.0263	1,647	5,629	.0257	113
Bristol			37.3	.0240	10.7	37,422	.0247	12,404	2,065	2,126	7,277	866	2,280	66,876	.0303	1,793	6,250	.0273	114
East Hartford			30.4	.0197	8.2	29,874	.0198	4,718	300	449	11,577	1,339	41,011	62,865	.0286	2,068	7,666	.0242	123

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

© SM, 1952.

Manchester, Conn., Has Plenty of Retail Dollars . . . and Spends Them Locally
Covered Completely by Its Own Localnews Daily

Manchester is a profitable marketing package . . . ideal living and working conditions . . . 35,200 population . . . 10,300 families . . . 46 manufacturing plants . . . $40,452,000 retail sales . . . $57,974,000 total income . . . family income $702 *above* the national family average.

MANCHESTER SPENDS LOCALLY

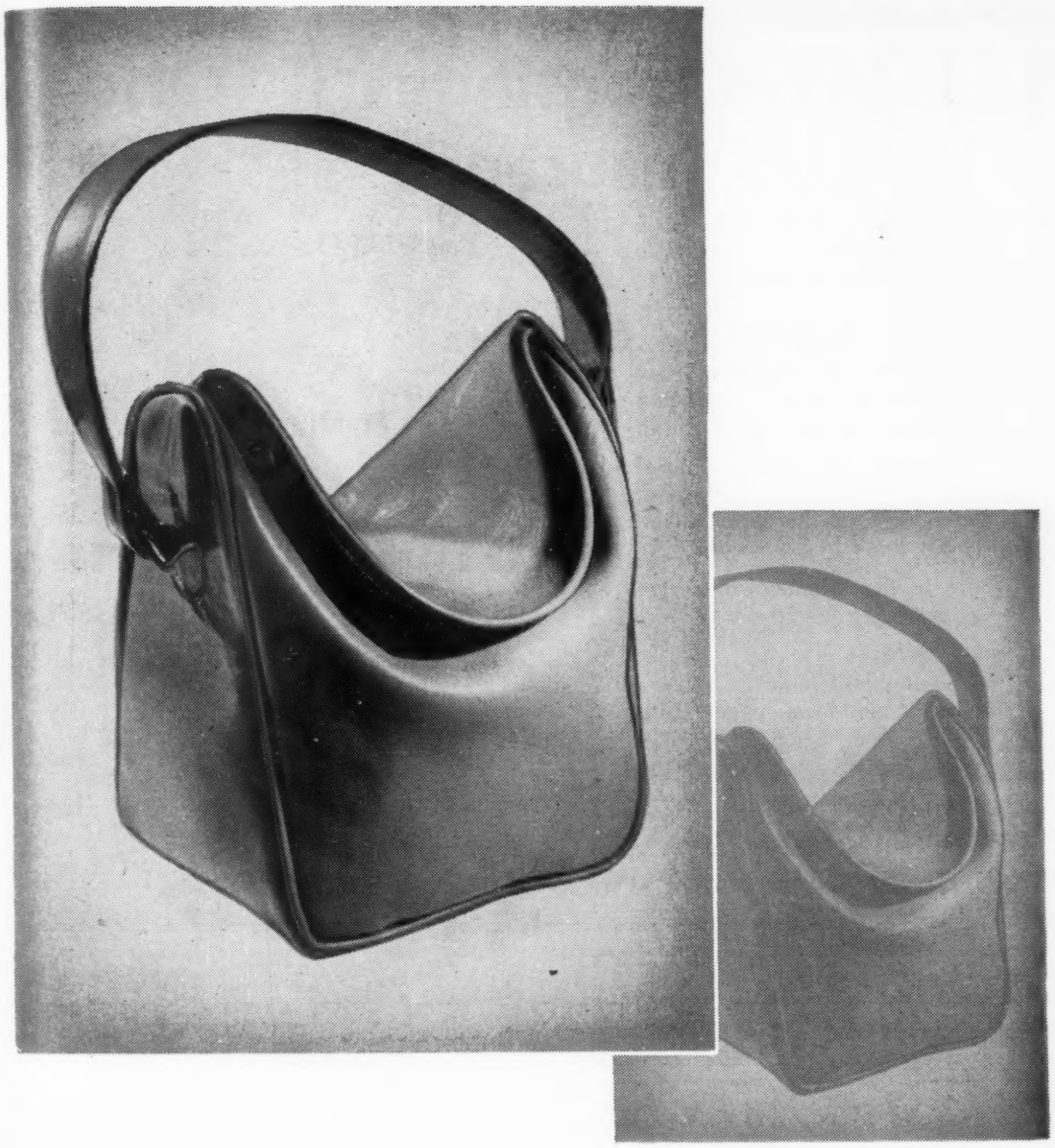
	Family Averages Manchester	U.S.
Retail Sales	$3,925	$3,380
Food	1,057	815
Furniture-Household	210	176
Automotive	639	599
Drug	121	99
Income	5,629	4,927

You Can't Cover Connecticut without the

Manchester Evening Herald

Manchester, Conn.

Represented by The Julius Mathews Special Agency



Hartford's Family Purse is 60% Larger

Sales Management's estimates again show Hartford's Income per Family to be highest among all U. S. cities of 100,000 or more—60% higher than the national average.

The evening Hartford Times has the largest daily circulation in Connecticut. In the A.B.C. City Zone—where this great buying power exists—it has 217% as much circulation as does the morning newspaper—165% as much as the Sunday. During the year 1951, The Hartford Times carried over 4.4 million lines *more* display advertising than did the morning and Sunday Hartford newspapers ***combined.***

Largest daily circulation in Connecticut

The Hartford Times

A Gannett Newspaper

Represented nationally by J. P. McKinney & Son New York • Chicago • San Francisco

MIDDLETOWN Continues to Offer PLUS Insurance

You always get more in Middletown . . . this year *much* more. Family income is your insurance . . . $7,319 in the city . . . $6,182 in Middlesex County (Greater Middletown).

Middletown's family retail sales — $4,967 — are 46% above the national family average and 25% above the state average. There's a big plus of $2,352 per family of unspent money to insure even greater results from your advertising dollars.

To understand the real opportunity for selling in Middletown compare our standing against the national and state averages. You always get more in Middletown.

You always get much more in the Middletown market . . . can get still more by increasing your selling effort here.

The Press alone covers the Greater Middletown market—as no combination of incoming, non-local, papers can.

THE MIDDLETOWN PRESS

MIDDLETOWN, CONN.

Represented by The Julius Mathews Special Agency, Inc.

You ALWAYS Get MORE in MIDDLETOWN

Per Family Averages

	Middletown	U.S.	Conn.
Income	$7,319	$4,927	$6,384
Retail Sales	4,967	3,380	3,979
Food	1,264	815	1,078
General Mdse.	500	403	314
Furniture-Household	232	176	215
Automotive	793	599	645
Drug	160	99	120

You Can't Cover Connecticut Without The Middletown Press

CONNECTICUT — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Litchfield	B1		101.3	.0654	30.1	98,963	.0654	29,953	4,154	3,743	16,501	3,284	.....	166,841	.0757	1,647	5,543	.0706	108
Torrington			28.6	.0185	8.5	35,889	.0238	10,865	2,456	1,605	5,908	825	4,289	47,104	.0213	1,647	5,542	.0215	116
Middlesex	D3		69.7	.0450	19.6	72,760	.0481	19,824	5,029	2,873	10,800	2,309	.....	121,161	.0550	1,738	6,182	.0509	113
Middletown			30.9	.0199	7.8	38,741	.0256	9,861	3,902	1,813	6,189	1,249	5,010	57,088	.0259	1,848	7,319	.0246	124
New Haven	B4	94	557.8	.3600	162.1	625,632	.4137	168,129	39,760	37,590	94,240	19,118	.....	979,605	.4444	1,756	6,043	.4183	116
▲New Haven			168.0	.1084	48.7	247,698	.1638	56,314	20,609	16,209	37,455	7,317	227,771	313,554	.1423	1,866	6,438	.1420	131
▲Waterbury			107.3	.0693	30.9	134,252	.0887	34,723	9,801	8,724	22,855	3,947	47,820	194,405	.0882	1,812	6,291	.0846	122

▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.

In WATERBURY, 1951 Retail Sales Were Up 12% from 1950 to $134,252,000
Per Capita Effective Buying Income Was Up 17% to $1812

and in Waterbury the No. 1 Radio Station is

WBRY

C B S

5,000 Watts

Pulse says WBRY is First in 35 out of 48

Daytime ¼ Hour Periods

(In only 4 out of 48 does any *local* station rate higher than WBRY)

Ask the Avery-Knodel man.



$6,291.00 Per family income in the "BRASS Center of the World"

• A RICH MARKET
$245,596,000 Effective Buying Income
$187,000,000 in Retail Sales
$ 58,401,000 in Food Sales
$231,321,000 in Bank Deposits

• AN INDUSTRIAL MARKET
Over 200,000 population
386 Manufacturing Plants
64,315 Industrial employees
$275,449,000 Products, value added

• A ONE NEWSPAPER MARKET
Over 58,000 Daily Circulation
Over 80,000 Sunday comb. circulation
Only Daily newspaper completely covering Northwestern Conn.

you Can't Cover Connecticut . . . without

THE WATERBURY REPUBLICAN-AMERICAN

MORNING EVENING SUNDAY

NATIONAL REPRESENTATIVES — GILMAN, NICOLL & RUTHMAN

TORRINGTON . . . the Northwest Connecticut Market

Torrington dominates Northwest Connecticut—a city and trading area market of 79,597 population. There's no larger city within twenty miles of Torrington.

Retail sales in the city's stores are 29% above average volume. Food sales are 57% above. Wage-earners in plants like American Brass; Fitzgerald Mfg. Co.; General Time Instruments Corp.; Torrington Co.; Turner & Seymour; Union Hardware . . . as well as farm and small town families in Litchfield County . . . enjoy the high family income of $5,543.

It's a prosperous way of life . . . a fast-moving sales pattern—with Torrington its center for news, advertising, and retail goods.

Ask dealers and salesmen about this. They'll tell you the Register is a selling force throughout the country.

	Torrington	Litchfield Co.
Population	28,600	101,300
Retail Sales	$35,889,000	$98,963,000
Food	$10,865,000	$29,953,000
General Mdse.	2,456,000	4,154,000
Furniture-Household	1,605,000	3,743,000
Automotive	5,908,000	16,501,000
Drug	825,000	3,284,000

TORRINGTON REGISTER

TORRINGTON, CONN.

Represented by the Julius Mathews Special Agency, Inc.

GIVE YOUR CONNECTICUT SALES A SILVER LINING

. . . by adding the "Twin Silver Cities" to Your List . . .

MERIDEN - WALLINGFORD

$71,634,000 RETAIL SALES . . . . . 17,700 FAMILIES . . . . . 20,900 CIRCULATION

POPULATION — MERIDEN-WALLINGFORD — 61,064

Meriden-Wallingford's average family income . . . $5,501 . . . reflects the skilled craftsmanship for which Connecticut's "Twin Cities" are famous. Steady employment and high wages in varied types of top-grade manufacturing result in a consistently profitable market for advertisers of both staple and quality products . . . both personal and household goods. Tell your story here . . . and you'll sell your product here.

THE MERIDEN RECORD — **THE MERIDEN DAILY JOURNAL**

The Only Newspapers That Sell Meriden-Wallingford — **"You can't cover Connecticut without The Record-Journal"**

GILMAN, NICOLL & RUTHMAN National Representatives

CONNECTICUT— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Meriden-Wallingford			*57.8*	*.0371*	*17.7*	*71,634*	*.0476*	*20,014*	*4,756*	*4,114*	*12,268*	*1,717*	*	*97,370*	*.0442*	*1,699*	*5,501*	*.0457*	*118*
Meriden			45.0	.0291	13.8	53,460	.0354	14,795	4,184	3,284	9,600	1,376	10,996	75,768	.0344	1,684	5,490	.0336	115
West Haven			32.8	.0211	9.0	22,092	.0146	8,635	376	494	1,414	1,255	3,422	64,213	.0291	1,958	7,135	.0231	109
Ansonia			19.2	.0124	5.6	21,112	.0139	5,925	978	1,677	4,046	545	*	27,753	.0126	1,445	4,956	.0129	104
Wallingford			12.3	.0080	3.9	18,174	.0121	5,219	572	830	2,668	341	*	21,602	.0098	1,756	5,539	.0101	126
See Meriden-Wallingford																			
Naugatuck			18.0	.0116	5.5	16,917	.0111	4,943	449	1,000	2,996	516	*	29,645	.0134	1,647	5,390	.0123	106
Derby			10.6	.0068	3.0	15,915	.0106	3,200	1,385	1,360	3,500	403	*	15,133	.0069	1,428	5,044	.0080	118
New London	F3		**146.9**	**.0948**	**42.4**	**150,076**	**.0992**	**43,407**	**7,901**	**7,391**	**22,912**	**4,063**		**238,547**	**.1074**	**1,610**	**5,579**	**.1024**	**108**
New London			31.4	.0203	9.2	55,245	.0365	14,609	5,028	3,228	11,868	1,550	18,158	58,012	.0263	1,848	6,306	.0281	138
Norwich			37.9	.0245	11.8	40,086	.0265	10,126	1,742	3,285	5,270	1,022	15,594	56,852	.0258	1,500	4,818	.0257	105
Tolland	E1		**47.2**	**.0305**	**12.6**	**27,191**	**.0180**	**8,879**	**1,138**	**874**	**4,256**	**509**		**59,603**	**.0270**	**1,263**	**4,730**	**.0250**	**82**
Windham	F1		**63.3**	**.0408**	**18.9**	**71,259**	**.0471**	**17,891**	**3,714**	**3,230**	**12,654**	**1,411**		**72,959**	**.0331**	**1,153**	**3,860**	**.0388**	**95**
Willimantic			14.0	.0090	4.3	28,196	.0186	6,621	1,394	1,575	7,376	565	2,279	18,194	.0083	1,300	4,231	.0115	128
Putnam City			8.3	.0053	2.4	13,751	.0091	3,885	1,514	537	1,752	314	*	10,481	.0047	1,263	4,367	.0061	115
Total Above Cities			**1,358.7**	**.8770**	**394.5**	**1,841,797**	**1.2178**	**463,747**	**177,504**	**109,055**	**313,994**	**55,456**	**805,996**	**2,691,062**	**1.2209**	**1,981**	**6,821**	**1.1507**	**131**
State Total			**2,064.0**	**1.3322**	**595.8**	**2,370,480**	**1.5674**	**642,392**	**187,294**	**128,081**	**384,233**	**71,317**		**3,803,640**	**1.7257**	**1,843**	**6,384**	**1.5995**	**120**
Per Capita Sales						1,148		311	91	62	186	35							
Per Family Sales						3,979		1,078	314	215	645	120							

CONNECTICUT— SM Standard Metropolitan County Areas

Bridgeport-Stamford-Norwalk		19	521.8	.3368	150.8	642,631	.4249	183,372	43,392	37,100	107,160	19,050		1,088,365	.4938	2,086	7,217	.4418	131
Hartford-New Britain		60	556.0	.3589	159.3	681,968	.4510	170,937	82,208	35,280	115,710	21,573		1,078,559	.4893	1,940	6,771	.4517	126
New Haven-Waterbury		94	557.8	.3600	162.1	625,632	.4137	168,129	39,760	37,590	94,240	19,118		979,605	.4444	1,756	6,043	.4183	118

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

SEE

NEW LONDON'S

Favored Position

in this survey of

effective buying power.

It's 38% Better Than In '51

High Incomes

Educational Center

Diversified Industries

Educational

Naval

Coast Guard

Laboratories

Manufacturing

$55,245,000 Retail Sales

USE

THE DAY

"Your Good Evening Newspaper"

For Turning Cash

Into Sales

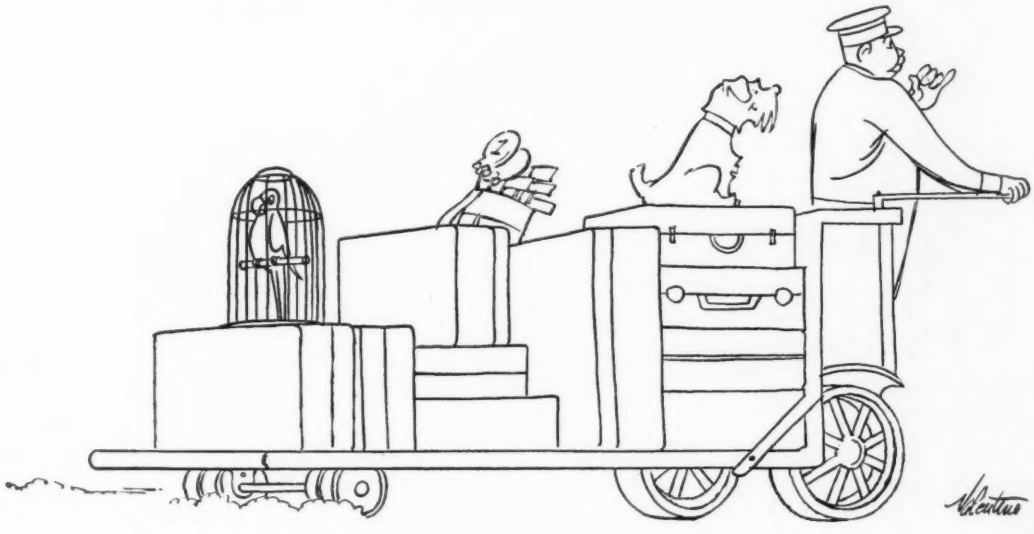
21,900 Circulation

and cooperation that makes Day use effective.

GILMAN, NICOLL & RUTHMAN, NATIONAL REPRESENTATIVES



There is always a most efficient way to do a job . . .

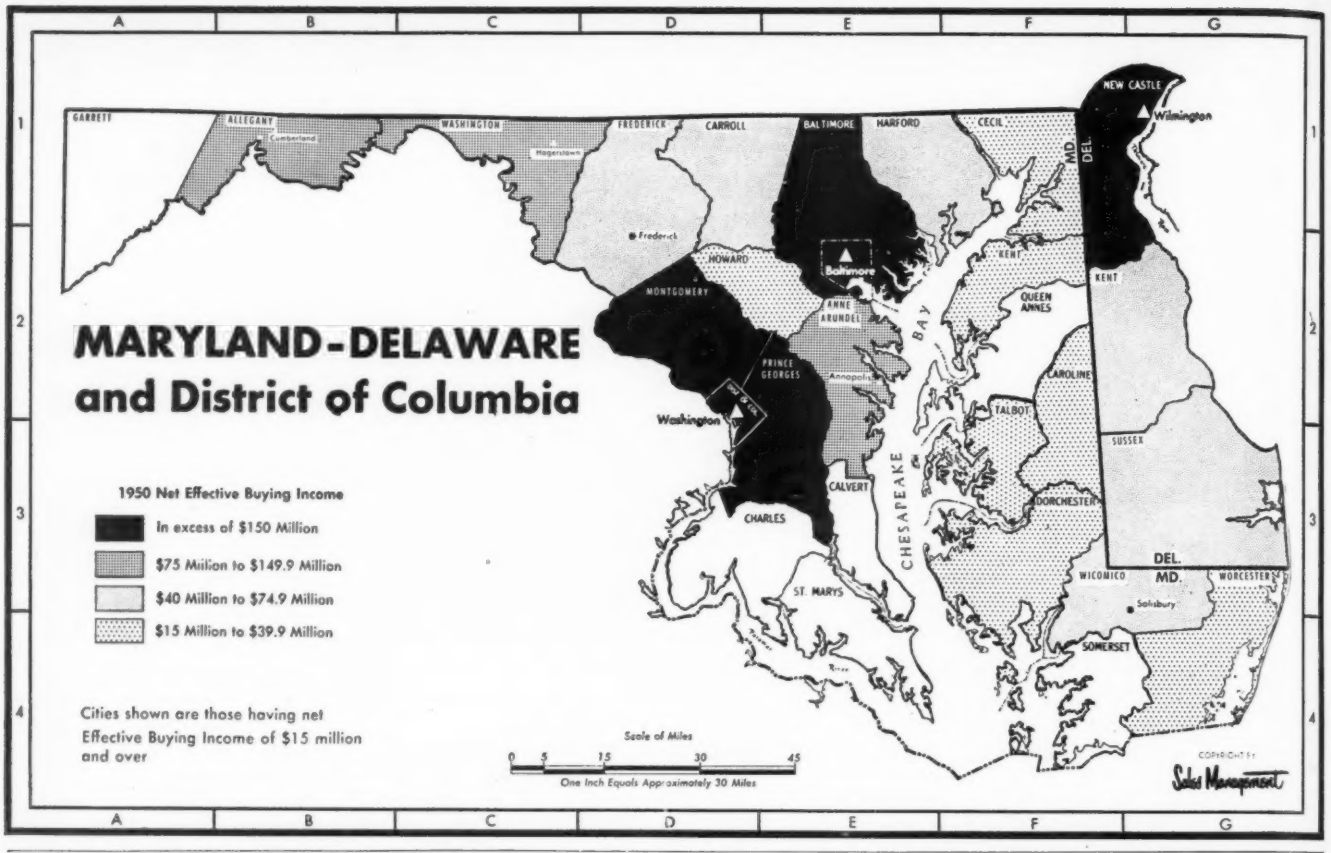


For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.



DELAWARE — Counties and Cities

(Other South Atlantic States: District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; Maryland, p. 333; North Carolina, p. 448; South Carolina, p. 527; Virginia, p. 585; West Virginia, p. 600.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Dover	Kent	6.8	32	7	13	15	7
Milford	Sussex	5.3	27	6	9	15	3
Wilmington	New Castle	111.6	617	37	115	48	63

COUNTIES CITIES	Map Code	Met. Area	Population Estimates SM 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	Retail Sales — 1951 SM Estimates Dollars (add 000)	% of U.S.A.	Five Store Groups (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Merchant Wholesaler Sales 1951 SM Estimates (add 000)	Effective Buying Income SM Estimates — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kent	F2	.....	39.1	.0252	11.6	49,124	.0325	7,545	1,935	1,471	11,191	1,006	.....	46,033	.0209	1,177	3,968	.0252	100
Dover	.....	.....	6.8	.0044	2.3	15,997	.0106	2,472	1,102	718	5,854	538	*	8,226	.0037	1,210	3,577	.0059	134
1Milford																			
New Castle	F1	158	226.9	.1465	63.6	268,510	.1775	60,375	16,500	18,849	47,709	6,699	.....	409,656	.1858	1,805	6,441	.1755	120
▲Wilmington	.....	.....	111.6	.0720	32.2	214,209	.1416	44,969	15,377	18,126	37,205	5,432	74,988	237,495	.1078	2,128	7,376	.1108	154
Sussex	G3	.....	63.4	.0409	19.2	98,511	.0652	11,928	1,657	4,131	14,671	1,274	.....	69,513	.0316	1,096	3,620	.0435	106
1Milford	.....	.....	5.3	.0034	1.7	12,738	.0084	1,983	455	597	4,258	170	*	6,663	.0030	1,257	3,919	.0047	138
Total Above Cities	.....	.....	123.7	.0798	36.2	242,944	.1606	49,424	16,934	19,441	47,317	6,140	74,988	252,384	.1145	2,040	6,972	.1214	152
State Total	.....	.....	329.4	.2126	94.4	416,145	.2752	79,848	20,092	24,451	73,571	8,979	.....	525,202	.2383	1,594	5,564	.2442	115
Per Capita Sales	.....	.....	.....	.....	.....	1,263	.....	242	61	74	223	27	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	4,408	.....	846	213	259	779	95	.....	.....	.....	.....	.....	.....	.....

DELAWARE — SM Standard Metropolitan County Area

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Wilmington	.....	158	278.1	.1796	78.6	314,324	.2078	73,417	17,881	21,723	55,748	7,699	.....	469,700	.2130	1,689	5,976	.2048	114

DISTRICT OF COLUMBIA

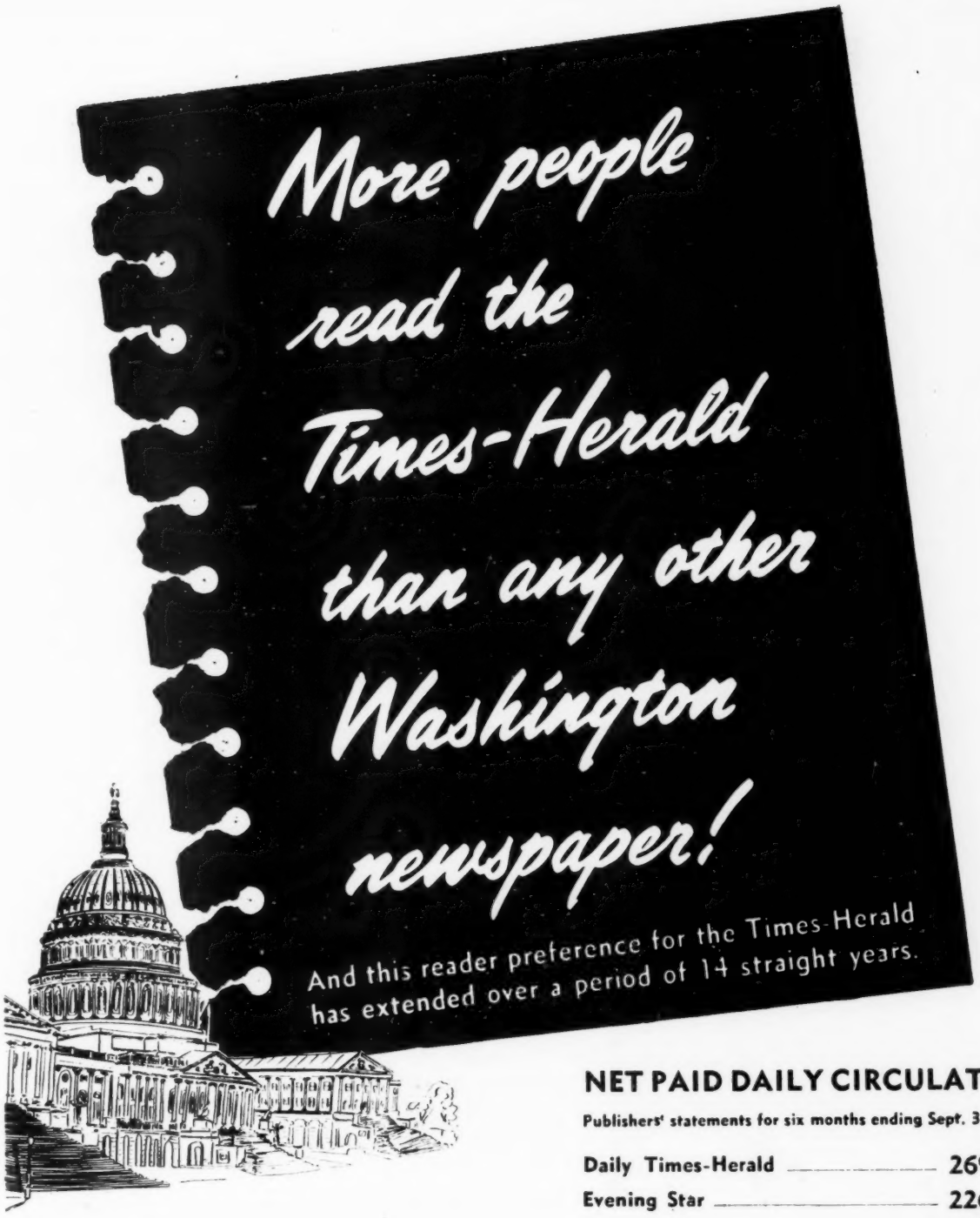
City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Washington, D. C.	District of Columbia	829.3	1,956	171	346	225	327

District of Columbia	D2	152	829.3	.5353	235.0	1,453,386	.9610	292,827	218,762	72,170	212,343	64,766	.....	1,567,996	.7114	1,891	6,672	.7510	140

1 Milford is in Kent and Sussex Counties.
*Withheld to avoid disclosure.

© SM, 1952.

▲ and △ See end of state for Standard Metropolitan County Areas.
Before using these figures, see explanation page 15.



NET PAID DAILY CIRCULATION

Publishers' statements for six months ending Sept. 30, 1951

Daily Times-Herald	269,370
Evening Star	226,573
Morning Post	191,164
Evening News	140,086

Times Herald

WASHINGTON, D. C.

National Representative: Geo. A. McDevitt Co.

FIRST IN WASHINGTON . . . ACCORDING TO THE PEOPLE

DISTRICT OF COLUMBIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALE SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Washington, D. C.			829.3	.5353	235.0	1,453,386	.9610	292,827	218,762	72,170	212,343	64,766	559,960	1,567,996	.7114	1,891	6,672	.7510	140
Total Above Cities			829.3	.5353	235.0	1,453,386	.9610	292,827	218,762	72,170	212,343	64,766	559,960	1,567,996	.7114	1,891	6,672	.7510	140
State Total			829.3	.5353	235.0	1,453,386	.9610	292,827	218,762	72,170	212,343	64,766		1,567,996	.7114	1,891	6,672	.7510	140
Per Capita Sales						1,753		353	264	87	256	78							
Per Family Sales						6,185		1,246	931	307	904	276							

DISTRICT OF COLUMBIA — SM Standard Metropolitan County Area

Washington		152	1,537.0	.9922	430.0	1,863,835	1.2325	418,189	246,612	87,308	312,972	82,225		2,817,834	1.2784	1,833	6,553	1.2073	122

FLORIDA — Counties and Cities —

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236 Georgia, p. 252; Maryland, p. 333; North Carolina, p. 448; South Carolina, p. 527; Virginia, p. 585; West Virginia, p. 600.)

Florida state map—page 240

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Bradenton	Manatee	14.4	51	10	21	20	10
Clearwater	Pinellas	16.9	62	7	32	26	12
Coral Gables	Dade	21.7	28	9	18	6	12
Daytona Beach	Volusia	30.8	122	13	39	21	22
De Land	Volusia	9.0	34	3	13	11	4
Fort Lauderdale	Broward	40.8	102	14	58	52	19
Fort Myers	Lee	13.8	58	7	16	18	14
Fort Pierce	St. Lucie	14.6	48	6	12	17	5
Gainesville	Alachua	28.2	81	6	28	29	9
Hollywood	Broward	14.6	54	6	17	10	6
Jacksonville	Duval	211.4	679	79	138	97	134
Key West	Monroe	23.9	56	7	14	5	12
Lake City	Columbia	7.7	46	9	8	15	7
Lake Worth	Palm Beach	12.5	37	8	18	5	7
Lakeland	Polk	32.7	109	16	31	37	20
Miami	Dade	262.5	654	78	270	234	159
Miami Beach	Dade	50.2	230	34	54	20	59
Ocala	Marion	12.1	60	6	16	19	10
Orlando	Orange	55.0	153	27	72	55	39
Palatka	Putnam	9.6	62	13	8	13	3

▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.

Growth PROVES THE RICH FORT LAUDERDALE MARKET

1951 BUILDING PROGRAM

ALMOST 35 MILLION DOLLARS

SECOND LARGEST IN FLORIDA - EXCEEDED ONLY BY MIAMI

The City of Fort Lauderdale Building Permits in 1951 were $34,953,820, exceeded only by the City of Miami whose building permits were $38,323,552

Broward County Building Permits 1951 — $62,673,372

INCREASE IN POPULATION

OVER 100%

LARGEST PERCENTAGE INCREASE OF ANY MAJOR CITY IN FLORIDA

Fort Lauderdale's increase in population was 101.86%: from 17,996* in 1940 to 36,328* in 1950.

*U. S. Bureau of Census

FORT LAUDERDALE DAILY NEWS
AND EVENING SENTINEL
Fort Lauderdale, Fla.

Represented by Rowland & Rowland, Inc.

Now read about

SELLING POWER!

THIS ISSUE of *Sales Management* surveys buying power. Here's data about *selling power* in Metropolitan Washington—a market with 4 newspapers whose retail salesmen not only pound the sidewalks of downtown F Street, but also prowl the farthest corners of this big, rich metropolitan area for that last 50 lines.

And the advertising is *bought.* In 1951, total newspaper advertising in Washington reached the extraordinary total of 99,036,189 lines! This not only measures the state of business in the Washington market—it also shows what retail and national advertisers in this market think about newspapers

. . . and what they think about one newspaper—The Star . . .

In 1951, 40.4% of all newspaper lineage was carried by The Evening and Sunday Star. The remainder was divided 24.7%, 23.1% and 11.8%.

On October 26, 1951 (an average Fall shopping Friday), total department store lineage in Washington was divided: The Star, 41,334 lines; the other three papers, 18,015 lines, 14,368 lines, 12,686 lines. This dominance in The Star is a typical story.

On November 25, 1951, The Sunday Star carried some 20 pages of classified advertising. The other two Sunday papers carried 10 pages and 9 pages.

On February 21, 1952, the day before the famous annual odds-and-ends George Washington's Birthday clearance sales (when shoppers park at 1 A.M. on store stoops with vacuum-bottled coffee, sandwiches and sleeping bags to wait for 99c typewriters and $3 TV sets), The Star ran a 144-page newspaper! The other 3 papers ran 96 (tabloid) pages, 80 pages (including an Auto Show section) and 52 pages.

Here's more proof of retailers' use of The Star

In 1951, The Star carried 41.0% of total department store lineage in the 4 papers, 47.1% of clothing store lineage, 41.1% of radio-TV-electrical appliance lineage, 42.3% of furniture store lineage, 41.3% of grocery store lineage, 51.9% of drug store lineage.

Day after day, month after month, year after year, this is how advertisers evaluate the selling power of The Star.

Lineage figures and case histories of successful advertisers reveal this: continuous histories of dominant schedules in The Star!

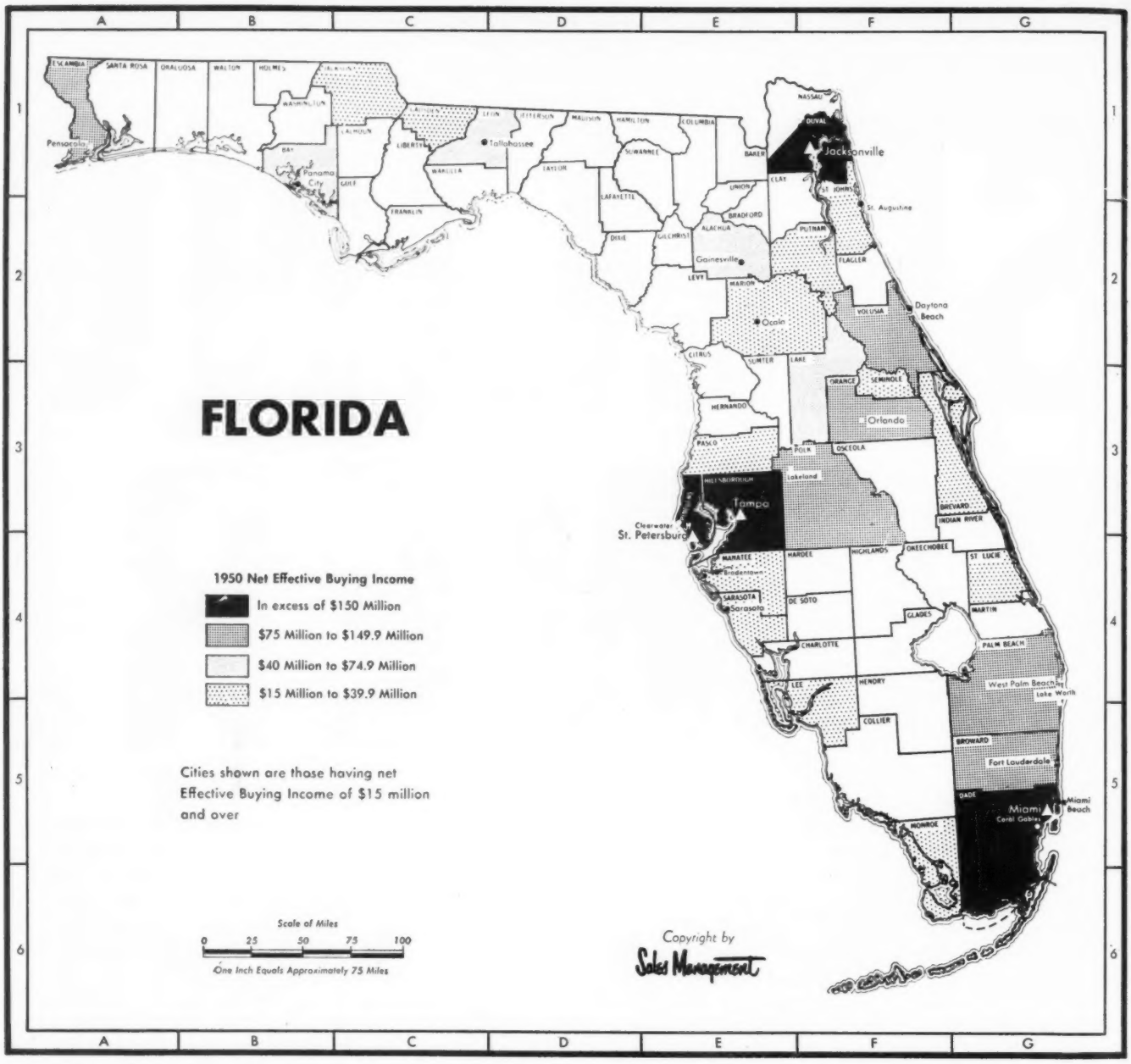
There is no ready formula for buying space in a 4-newspaper market. Your "A" or "B" schedule in The Star and another paper may not always buy you the most selling power. A *dominant* schedule in The Star *will.*

1852 *A Century of Leadership* **1952**

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11.



FLORIDA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Palm Beach	Palm Beach	4.1	21	3	13	.....	5
Panama City	Bay	29.6	86	19	16	21	10
Pensacola	Escambia	46.3	197	9	30	32	20
Plant City	Hillsborough	9.7	51	6	13	16	6
Quincy	Gadsden	6.8	39	5	12	11	5
St. Augustine	St. Johns	13.9	58	8	18	17	11
St. Petersburg	Pinellas	102.5	231	32	88	62	36
Sanford	Seminole	12.6	65	8	11	14	9
Sarasota	Sarasota	20.6	72	7	26	25	11
Tallahassee	Leon	29.4	113	15	19	22	13
Tampa	Hillsborough	131.1	525	58	113	105	74
West Palm Beach	Palm Beach	45.7	151	20	47	54	35
Winter Haven	Polk	8.8	32	7	14	21	5

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Before using these figures, see explanation page 15.

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A NEW MEMBER

has been added to the

Perry

FLORIDA DAILY NEWSPAPERS

Family



The MELBOURNE TIMES . . . . .





PALM BEACH POST-TIMES
(Palm Beach County)
County Population 121,100
City Population 45,700
Retail Sales, City $100,300,000

PENSACOLA NEWS-JOURNAL
(Escambia County
County Population 118,800
City Population 46,300
Retail Sales, City $66,690,000

PANAMA CITY NEWS-HERALD
(Bay County)
County Population 47,800
City Population 29,600
Retail Sales, City $30,615,000

JACKSONVILLE JOURNAL
(Duval County)
County Population 311,800
City Population 211,400
Retail Sales, City $301,106,000

OCALA STAR-BANNER
(Marion County)
County Population 39,500
City Population 12,100
Retail Sales, City $30,992,000

DELAND SUN-NEWS
(Volusia County)
County Population 77,200
City Population 9,000
Retail Sales, City $15,012,000

MELBOURNE TIMES
(Brevard County)
County Population 23,700
City Zone (Pop.—ABC) 6,000
Retail Sales, County $21,624,000

"Perry Markets" are
A MUST
in any
Florida
MARKETING PLAN

RADIO STATIONS WCOA, PENSACOLA; WJHP, JACKSONVILLE; WDLP, PANAMA CITY; WTMC, OCALA

JOHN H. PERRY • Newspapers and Radio Stations

Representatives, John H. Perry Associates, New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles

Get a Piece of a BILLION PLUS!



A billion dollars *plus*... $1,082,978,000 to be exact. That's the Effective Buying Income* of WIOD'S 4-county, immediate trading territory. It's downright phenominal the way we're growing and prospering here in South Florida! Just look at our population — 787,200*! And, our Retail Sales — $1,003,250,000*! That's *another* Billion plus! Compare these figures with last year's... *you'll* be amazed, too!

And, remember, our WIOD Greater Miami trading area is one of Dixie's newest Key Markets!

Better get in on these Billion Dollars *plus!* And, your "in" is WIOD... the station that's been doing a bang-up selling job for the last 26 years!

*SM Estimates for '52

WIOD

Established January 18, 1926

James M. LeGate
General Manager

5,000 WATTS · 610 KC · NBC

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

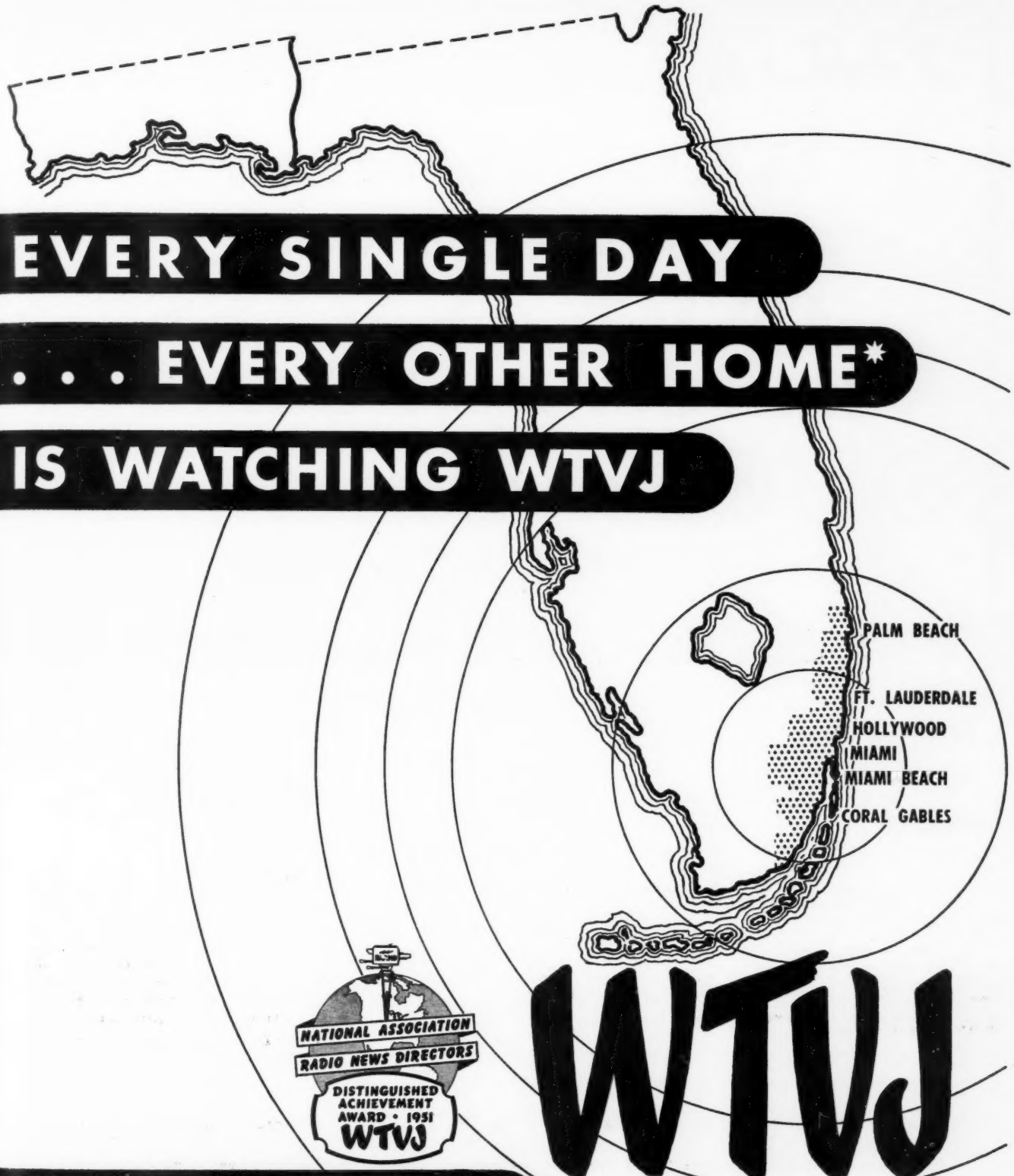
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Alachua	E2		60.3	.0389	15.7	50,692	.0335	13,234	2,648	2,330	11,956	1,643		85,915	.0299	1,093	4,198	.0327	84
Gainesville			28.2	.0182	7.3	40,802	.0270	9,308	2,132	2,227	10,390	1,354	*	40,990	.0186	1,454	5,615	.0210	115
Baker	E1		6.4	.0042	1.6	3,111	.0021	914	33	*	1,150	86		5,648	.0017	570	2,280	.0022	52
Bay	B1		47.8	.0307	13.1	35,538	.0235	9,731	3,016	1,948	5,688	1,232		49,452	.0224	1,035	3,775	.0243	79
Panama City			29.6	.0191	8.3	30,615	.0202	7,497	2,684	1,731	5,430	1,027	*	37,500	.0170	1,267	4,518	.0184	96
Bradford	E2		12.0	.0078	3.1	7,189	.0047	2,338	314	465	1,894	128		6,279	.0028	523	2,025	.0043	55
Brevard	F3		23.7	.0153	8.0	21,624	.0143	6,911	629	1,146	3,289	703		29,766	.0136	1,256	3,721	.0141	92
Broward	G5		94.2	.0608	30.0	119,958	.0793	26,465	7,407	8,153	20,079	4,862		112,793	.0511	1,197	3,760	.0615	101
Fort Lauderdale			40.8	.0263	13.5	75,893	.0502	14,335	6,944	5,749	17,979	2,836	15,532	63,072	.0286	1,546	4,672	.0346	132
Hollywood			14.6	.0094	4.9	25,055	.0166	7,513	314	1,552	1,683	1,336	*	20,366	.0092	1,395	4,156	.0115	122
Calhoun	C1		8.1	.0052	2.1	4,284	.0029	1,347	701	256	658	123		3,860	.0018	477	1,838	.0028	54
Charlotte	F4		4.4	.0028	1.5	3,785	.0025	1,180	268	245	312	134		4,347	.0019	988	2,898	.0023	82
Citrus	E2		6.1	.0040	1.9	4,731	.0031	1,525	160	48	430	243		5,033	.0023	825	2,649	.0029	73
Clay	E1		14.2	.0091	3.6	6,600	.0044	2,348	376	130	1,275	281		8,106	.0037	571	2,252	.0050	55
Collier	F5		6.9	.0045	2.1	3,098	.0020	771	204	*		101		6,338	.0029	919	3,018	.0030	67
Columbia	E1		18.5	.0119	5.0	14,704	.0097	3,771	1,144	783	3,206	382		15,264	.0069	825	3,053	.0087	73
Lake City			7.7	.0050	2.7	13,214	.0087	3,162	1,030	783	3,206	335	2,192	9,219	.0042	1,197	3,414	.0057	114
Dade	G5	87	544.1	.3512	172.2	698,460	.4619	138,866	63,735	43,120	112,200	35,325		789,488	.3582	1,451	4,585	.3880	110

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

The Summary of All Data by States appears on page 186



EVERY SINGLE DAY

. . . EVERY OTHER HOME*

IS WATCHING WTVJ

NATIONAL ASSOCIATION RADIO NEWS DIRECTORS
DISTINGUISHED ACHIEVEMENT AWARD • 1951 WTVJ

WTVJ

Channel 4

MIAMI, FLORIDA

MORE THAN 110,000 TV SET OWNERS IN THE WTVJ AREA AS OF MARCH 1, '52

* BASED ON 1950 U.S. CENSUS

"THE SOUTH'S RICHEST MARKET"
ALL THE YEAR AROUND

FREE & PETERS NATIONAL REPRESENTATIVES

Today . . .

WGBS, in Miami,

delivers more than

TWICE AS MANY listeners per dollar

than it did four years ago!

Ask your Katz man to prove it.

WGBS is CBS in Miami • 50,000 watts, Daytime-10,000 Night

FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Miami	.....	.....	262.5	.1695	83.6	469,810	.3107	86,998	55,705	34,599	93,474	22,461	302,713	451,661	.2049	1,721	5,403	.2295	135
Miami Beach	.....	.....	50.2	.0324	17.8	122,448	.0810	18,922	5,103	4,325	4,841	7,375	5,866	99,781	.0453	1,988	5,606	.0534	165
Coral Gables	.....	.....	21.7	.0140	6.9	30,303	.0200	9,301	928	1,526	1,992	2,157	*	32,555	.0148	1,500	4,718	.0162	116
De Soto	F4	.....	9.6	.0062	2.6	7,400	.0049	2,355	249	224	1,335	356	.....	12,724	.0058	1,325	4,894	.0056	90
Dixie	D2	.....	3.7	.0024	1.0	2,713	.0018	727	.....	152	637	67	.....	3,526	.0016	953	3,526	.0018	75

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

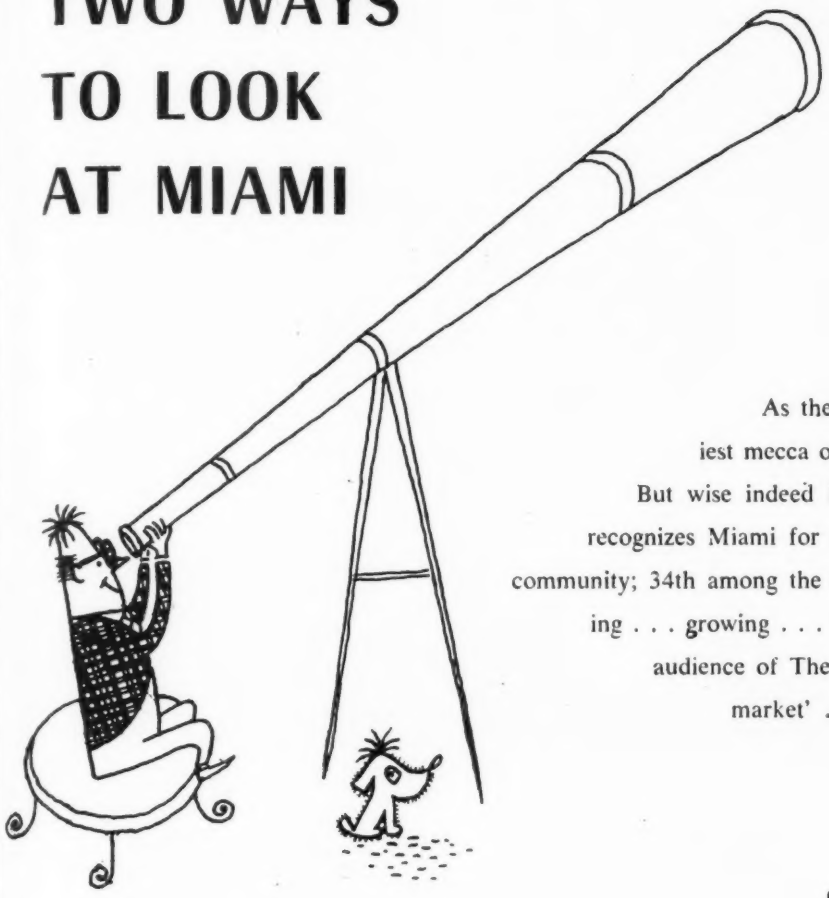
© SM, 1952.

All consumer advertising bought this year . . . or any year . . . is bought on the basis of — and aimed at — available *income*. Sales are past history . . . a measure of what advertising *has* done. Income measures what it *can* do . . . frequently raises the advertiser's sights to goals far beyond those indicated by sales figures.

SALES MANAGEMENT's Survey of Buying Power alone . . . as the only authority on the yearly distribution of income . . . can open up new opportunities for selling and advertising efforts.

THERE ARE TWO WAYS TO LOOK AT MIAMI





As the tourist scans his horizons, Miami is the mightiest mecca of merriment in all the latitudes of the tropics . . . But wise indeed is the Sales Manager who looks beyond - and recognizes Miami for what it is; America's fastest growing residential community; 34th among the nation's major markets and growing . . . growing . . . growing . . . bigger by the day. More important, he sees the audience of The Miami Daily News as a vital 'market within a market' . . . for here's the business it controls:-

The Miami Daily News Market*

Food	$48,218,914
General Merchandise	21,826,236
Automotive	38,466,806
Drugs	12,074,088
Furniture and Furnishings	10,758,322
Appliances	3,947,298

The Daily News - Miami's liveliest newspaper and top producer in advertising results - has compiled an interesting study of facts on this progressive market. This booklet will be mailed to you on request to The Miami Daily News, Miami, Florida, or to the offices of its national representatives, Sawyer, Ferguson & Walker.

***That segment of the Miami Metropolitan Area reached and controlled by the circulation of the Miami Daily News.**

Sources: "How much do you know about Miami" Booklet. Sales Management 1951.
1948 U.S. Census.

MIAMI DAILY NEWS



FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Duval	F1	66	311.8	.2013	90.4	331,058	.2189	79,744	36,808	17,172	70,200	12,890	.....	409,562	.1858	1,314	4,531	.1988	99
▲Jacksonville	.....	.....	211.4	.1364	60.3	301,106	.1991	67,544	36,051	16,909	66,332	12,101	291,432	312,104	.1416	1,476	5,176	.1578	116
Escambia	A1	180	118.8	.0767	32.6	88,935	.0588	22,127	8,453	3,665	21,736	2,851	.....	122,905	.0558	1,035	3,770	.0609	79
Pensacola	.....	.....	46.3	.0299	13.6	66,690	.0441	12,494	6,411	2,626	19,320	2,280	35,666	66,195	.0300	1,430	4,867	.0342	114
Flagler	F2	.....	3.5	.0022	1.0	2,052	.0013	515	65	*	*	40	.....	2,888	.0013	825	2,888	.0015	68
Franklin	C2	.....	5.9	.0038	1.8	2,828	.0019	1,313	106	118	*	155	.....	3,638	.0016	617	2,021	.0021	55

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

WMBR

AM 5000 Watts

FM 63,000 Watts ERP

TV 14,800 Watts ERP

For detailed information on this booming market . . . wire, write, or phone

CHARLIE STONE, Sales Manager

Tel. 9-4475 • *Jacksonville, Florida* • P. O. Box 5187



It's no Surprise!

FLORIDA
Retail Sales are Up
357%

from 1940 to 1950 — better than ⅓ more than the 234% increase in the U. S. as a whole.

in FLORIDA
3 will get you 80*

Any market, which, through increased population and increased prosperity boosts its retail sales 357% in 10 years is worth going after!

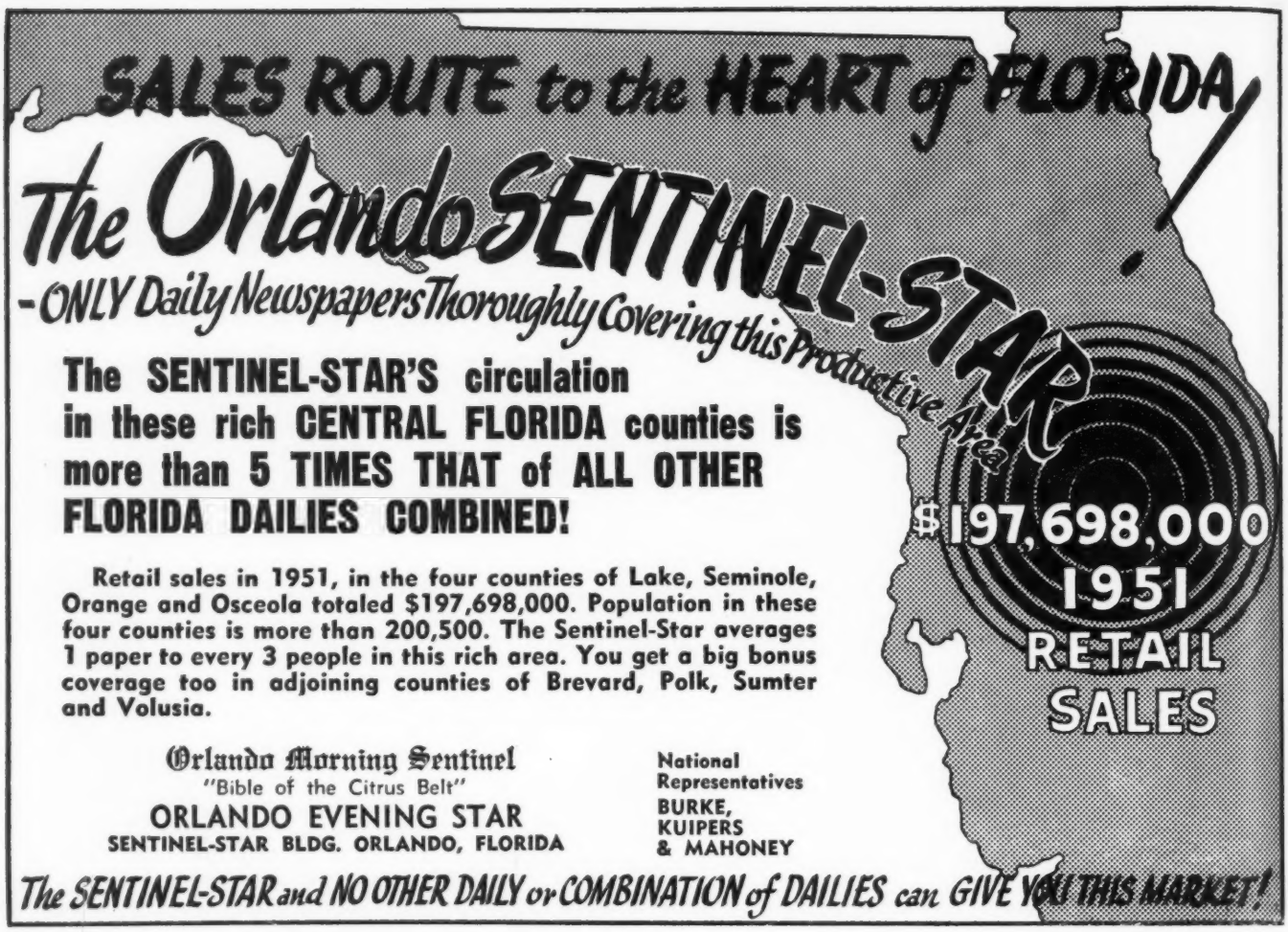
For years Florida's three big morning dailies have given blanket coverage in their own trading territories. In addition, since they offer 20% or better family coverage in counties producing 80% of Florida's sales, they give great added strength to your advertising in other Florida markets.

Put them at the top of your next media list and watch your Florida sales grow—fast!

*Based on Sales Management 1951 Survey of Buying Power figures and current ABC Reports, using these three papers gives you 20% or better family coverage in the 52 counties accounting for 80% of Florida's Effective Buying Income, 81% of food sales, 82.8% of drug sales, 81.6% of furniture sales, 80% of general merchandise sales and 81% of Florida's total retail sales. You also get above 30% family coverage in 42 counties, above 50% in 20 counties, above 60% in 9 counties and above 70% in 6 counties.

Lowest Cost Coverage in Florida's Top Markets

FLORIDA TIMES-UNION	THE MIAMI HERALD	TAMPA Morning Tribune
JACKSONVILLE National Representative Reynolds-Fitzgerald, Inc.	National Representative Story, Brooks & Finley, Inc. A.S. Grant, Atlanta	National Representative Sawyer-Ferguson-Walker Company



FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Gadsden	C1	.....	37.6	.0243	7.9	22,095	.0148	5,236	2,420	1,384	5,644	557	.....	25,796	.0117	686	3,265	.0151	62
Quincy	.....	.....	6.8	.0044	2.5	13,005	.0086	3,222	686	1,011	3,619	400	*	6,482	.0029	953	2,593	.0049	111
Gilchrist	E2	.....	3.5	.0023	.9	2,147	.0014	518	133	*	*	80	.....	2,523	.0012	721	2,803	.0015	65
Glades	F4	.....	2.2	.0014	.6	1,547	.0011	365	85	*	.....	84	.....	2,150	.0009	977	3,583	.0011	79
Gulf	C1	.....	7.6	.0049	2.1	4,937	.0032	1,326	713	357	1,324	206	.....	4,859	.0022	639	2,314	.0030	61
Hamilton	D1	.....	9.0	.0058	2.3	4,256	.0028	1,323	754	*	653	145	.....	5,441	.0025	605	2,366	.0033	57

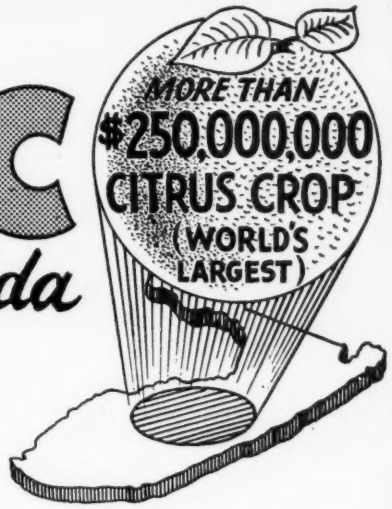
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



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EUGENE D. HILL
Vice Pres. & Gen. Mgr.

ORLANDO, FLORIDA

National Sales Representative—WEED & COMPANY

WORZ*—*NBC Affiliate 740 Kilocycles 1000 Watts
*With F. M. 16,450 Watts

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

FLORIDA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Hardee	F4		10.2	.0066	3.0	8,626	.0057	2,300	318	232	1,501	254		10,907	.0050	1,069	3,636	.0055	83
Hendry	F4		6.2	.0040	1.8	6,755	.0045	1,229	896	350	1,779	97		11,751	.0053	1,895	6,528	.0048	120
Hernando	E3		6.8	.0044	2.0	5,702	.0038	1,544	90	107	1,789	192		6,643	.0030	977	3,322	.0035	80
Highlands	F4		14.5	.0093	4.4	10,992	.0072	3,776	364	514	2,053	402		8,768	.0040	605	1,993	.0060	65
Hillsborough	E3	144	262.6	.1695	79.2	268,944	.1779	62,640	34,840	14,744	49,242	9,443		317,560	.1441	1,209	4,010	.1593	94
▲Tampa			131.1	.0846	40.4	204,402	.1351	35,530	32,720	12,842	43,947	7,430	187,196	202,663	.0920	1,546	5,016	.1034	122
Plant City			9.7	.0063	3.1	17,022	.0113	4,009	909	1,03	3,585	539	640	13,984	.0063	1,442	4,511	.0078	124
Holmes	B1		14.0	.0091	3.5	3,990	.0026	1,062	465	135	653	155		3,908	.0017	279	1,116	.0035	38
Indian River	G3		12.7	.0082	3.9	11,466	.0076	3,503	464	745	1,590	502		15,056	.0069	1,186	3,861	.0074	90
Jackson	C1		35.3	.0228	8.9	19,626	.0130	4,241	3,070	610	5,910	536		22,991	.0104	651	2,583	.0137	60
Jefferson	D1		10.4	.0067	2.7	4,717	.0031	1,684	397	225	689	131		4,957	.0022	477	1,838	.0034	51
Lafayette	D2		3.3	.0021	.8	1,675	.0011	532	58	*	*			2,071	.0010	628	2,589	.0013	62
Lake	F2		38.0	.0245	11.6	30,030	.0199	8,531	2,122	1,561	4,933	1,297		45,500	.0206	1,197	3,922	.0212	87
Lee	F4		24.4	.0158	7.8	28,660	.0189	7,108	3,314	1,452	5,906	1,129		23,838	.0108	977	3,056	.0142	90
Fort Myers			13.8	.0089	4.4	25,747	.0170	5,945	2,784	1,452	5,315	989	*	14,277	.0065	1,035	3,245	.0101	113
Leon	C1		55.4	.0357	14.0	43,818	.0290	10,273	4,110	2,417	8,936	1,518		65,675	.0298	1,185	4,691	.0307	86
Tallahassee			29.4	.0190	7.9	41,242	.0273	8,890	3,853	1,926	8,549	1,518	5,536	43,405	.0197	1,476	5,494	.0218	115
Levy	E2		10.7	.0069	3.0	5,904	.0039	1,928	322	291	816	180		7,841	.0036	733	2,614	.0044	64
Liberty	C1		3.3	.0022	1.0	1,210	.0008	349	75	*				1,766	.0008	535	1,766	.0011	50
Madison	D1		14.1	.0091	3.6	6,219	.0041	2,254	254	445	1,297	225		8,848	.0040	628	2,458	.0051	56
Manatee	E4		36.3	.0234	11.7	33,398	.0221	9,247	3,625	1,607	5,739	1,357		[illegible]	.0161	977	3,031	.0194	83
Bradenton			14.4	.0093	4.9	23,772	.0157	6,238	3,165	1,274	5,354	1,077	3,103	17,742	.0081	1,232	3,621	.0106	114
Marion	E2		39.5	.0255	11.6	38,754	.0256	8,851	2,796	1,861	9,210	1,170		39,963	.0181	1,012	3,445	.0218	85
Ocala			12.1	.0078	3.8	30,992	.0205	5,676	1,786	1,798	8,332	976	7,488	17,444	.0079	1,442	4,591	.0116	149
Martin	G4		8.0	.0052	2.7	6,988	.0046	2,488	214	366	752	291		9,953	.0045	1,244	3,686	.0047	90
Monroe	F5		27.8	.0179	8.0	20,643	.0137	6,407	1,162	1,126	1,606	840		18,741	.0085	674	2,343	.0119	66
Key West			23.9	.0154	7.1	18,246	.0121	6,014	1,109	1,125	1,552	702	*	15,827	.0071	662	2,229	.0102	66
Nassau	F1		13.3	.0086	3.5	9,053	.0060	2,590	691	440	1,359	227		9,283	.0043	698	2,652	.0057	66
Okaloosa	A1		28.3	.0183	6.7	12,126	.0080	3,473	626	790	2,592	544		13,114	.0059	463	1,957	.0090	49
Okeechobee	F4		3.4	.0022	1.0	3,010	.0020	885	75	*	609	79		3,559	.0016	1,047	3,559	.0018	82
Orange	F3	101	123.6	.0798	38.7	132,184	.0874	29,484	16,744	7,844	26,709	5,160		162,354	.0737	1,314	4,195	.0790	99
▲Orlando			55.0	.0355	17.7	105,076	.0695	18,869	15,594	6,375	25,505	4,084	53,099	87,589	.0398	1,593	4,949	.0478	135
Osceola	F3		11.7	.0075	4.2	10,178	.0067	3,452	306	711	1,457	326		11,023	.0050	942	2,625	.0060	80

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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FLORIDA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Palm Beach	G4	186	121.1	.0782	39.3	164,189	.1086	35,146	11,164	11,274	32,939	5,668	.....	161,956	.0735	1,337	4,121	.0850	108
△West Palm Beach	.....	.....	45.7	.0295	15.0	100,300	.0663	17,959	9,423	6,729	28,440	3,205	24,398	85,030	.0386	1,861	5,669	.0451	153
Palm Beach	.....	.....	4.1	.0027	1.2	14,488	.0096	1,870	549	1,525	.....	382	*	9,818	.0044	2,395	8,182	.0056	207
Lake Worth	.....	.....	12.5	.0080	4.3	13,573	.0089	5,258	437	1,222	311	672	*	16,283	.0074	1,303	3,787	.0080	100
Pasco	E3	.....	21.7	.0140	6.8	12,954	.0085	4,687	347	891	1,814	421	.....	16,137	.0073	744	2,373	.0090	84
Pinellas	E3	144	172.1	.1111	61.9	207,360	.1371	36,773	38,124	11,099	31,088	8,775	.....	248,102	.1125	1,442	4,008	.1196	108
▲St. Petersburg	.....	.....	102.5	.0662	38.0	153,642	.1016	21,550	35,700	8,098	22,377	4,775	19,392	168,018	.0762	1,639	4,422	.0818	124
Clearwater	.....	.....	16.9	.0109	5.9	30,938	.0205	7,079	2,139	2,369	7,541	1,084	3,017	21,410	.0098	1,267	3,629	.0132	121
Polk	F3	.....	130.2	.0841	38.2	108,019	.0715	31,522	7,462	7,011	23,880	4,090	.....	139,223	.0632	1,069	3,645	.0699	83
Lakeland	.....	.....	32.7	.0211	10.5	47,924	.0317	10,502	4,291	3,017	12,498	1,728	13,120	49,413	.0224	1,511	4,706	.0249	118
Winter Haven	.....	.....	8.8	.0057	3.0	18,698	.0123	4,393	1,028	1,102	4,849	624	1,601	13,402	.0060	1,523	4,467	.0078	137
Putnam	F2	.....	24.6	.0158	7.2	20,922	.0138	5,550	1,469	999	5,164	468	.....	26,891	.0122	1,093	3,735	.0134	85
Palatka	.....	.....	9.6	.0062	2.7	16,529	.0110	3,743	1,333	727	4,475	350	*	12,839	.0059	1,337	4,755	.0075	121
St. Johns	F1	.....	25.8	.0167	7.7	22,762	.0151	7,577	774	823	4,841	1,041	.....	31,789	.0144	1,232	4,128	.0151	90
St. Augustine	.....	.....	13.9	.0090	4.5	20,297	.0134	6,754	688	823	4,332	882	*	19,073	.0086	1,372	4,238	.0101	112
St. Lucie	G4	.....	21.9	.0141	6.4	23,987	.0158	6,125	1,338	1,154	5,461	383	.....	23,178	.0106	1,058	3,622	.0129	91
Fort Pierce	.....	.....	14.6	.0094	4.3	22,729	.0150	5,514	1,147	1,154	5,157	383	*	15,278	.0070	1,046	3,553	.0099	105
Santa Rosa	A1	.....	19.0	.0123	4.6	7,469	.0050	2,975	523	451	1,274	148	.....	8,168	.0037	430	1,702	.0058	47
Sarasota	E4	.....	31.4	.0203	10.7	41,210	.0272	10,565	1,645	2,406	7,052	1,466	.....	37,972	.0172	1,209	3,549	.0208	102
Sarasota	.....	.....	20.6	.0133	7.0	37,261	.0246	9,096	1,279	2,286	6,781	1,240	*	22,988	.0104	1,116	3,284	.0152	114
Seminole	F3	.....	27.2	.0175	8.2	25,308	.0167	6,984	1,037	899	3,706	786	.....	28,788	.0130	1,058	3,511	.0150	86
Sanford	.....	.....	12.6	.0081	4.0	22,450	.0149	5,552	934	899	3,458	643	*	13,774	.0062	1,093	3,444	.0092	114
Sumter	E2	.....	11.5	.0074	3.3	6,422	.0043	2,043	467	441	760	218	.....	7,090	.0033	617	2,148	.0044	59
Suwannee	D1	.....	17.1	.0111	4.5	11,236	.0074	3,032	601	630	2,157	332	.....	11,325	.0051	662	2,517	.0070	83
Taylor	D1	.....	10.5	.0068	3.0	8,533	.0057	2,285	238	189	2,377	240	.....	8,664	.0039	825	2,888	.0050	74
Union	E1	.....	9.3	.0060	1.2	2,149	.0014	951	172	*	*	83	.....	3,785	.0017	407	3,154	.0025	42
Volusia	F2	.....	77.2	.0498	26.0	63,353	.0551	22,226	7,598	5,030	14,321	3,681	.....	98,723	.0448	1,279	3,797	.0489	98
Daytona Beach	.....	.....	30.8	.0199	10.7	51,318	.0339	12,563	6,175	3,747	9,376	2,620	9,597	49,050	.0223	1,593	4,584	.0253	127
De Land	.....	.....	9.0	.0058	3.0	15,012	.0099	4,019	760	1,091	3,418	591	*	12,036	.0055	1,337	4,012	.0069	119
Wakulla	C1	.....	5.4	.0035	1.4	1,415	.0009	683	151	*	.....	40	.....	2,761	.0013	511	1,972	.0016	48
Walton	B1	.....	14.9	.0096	4.1	8,701	.0058	2,219	303	362	2,773	253	.....	8,315	.0038	558	2,028	.0056	58
Washington	B1	.....	12.1	.0078	3.2	4,093	.0027	1,351	363	270	481	160	.....	5,622	.0025	465	1,757	.0036	46
Total Above Cities	.....	.....	1,343.5	.8672	424.8	2,220,599	1.4683	447,409	245,791	135,657	443,418	90,156	981,588	2,061,268	.9352	1,534	4,852	1.0810	125
State Total	.....	.....	2,926.7	1.8891	880.3	2,928,490	1.9364	687,475	281,595	165,022	542,373	114,982	.....	3,426,321	1.5545	1,171	3,892	1.7360	92
Per Capita Sales	.....	.....	.....	.....	.....	1,001	.....	235	96	56	185	39	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,327	.....	781	320	187	616	131	.....	.....	.....	.....	.....	.....	.....

FLORIDA — SM Standard Metropolitan County Areas

Jacksonville	.....	66	311.8	.2013	90.4	331,058	.2189	79,744	36,808	17,172	70,200	12,890	.....	409,562	.1858	1,314	4,531	.1988	99
Miami	.....	87	544.1	.3512	172.2	698,460	.4619	138,866	63,735	43,120	112,200	35,325	.....	789,488	.3582	1,451	4,585	.3880	110

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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ABC Network

WPDQ

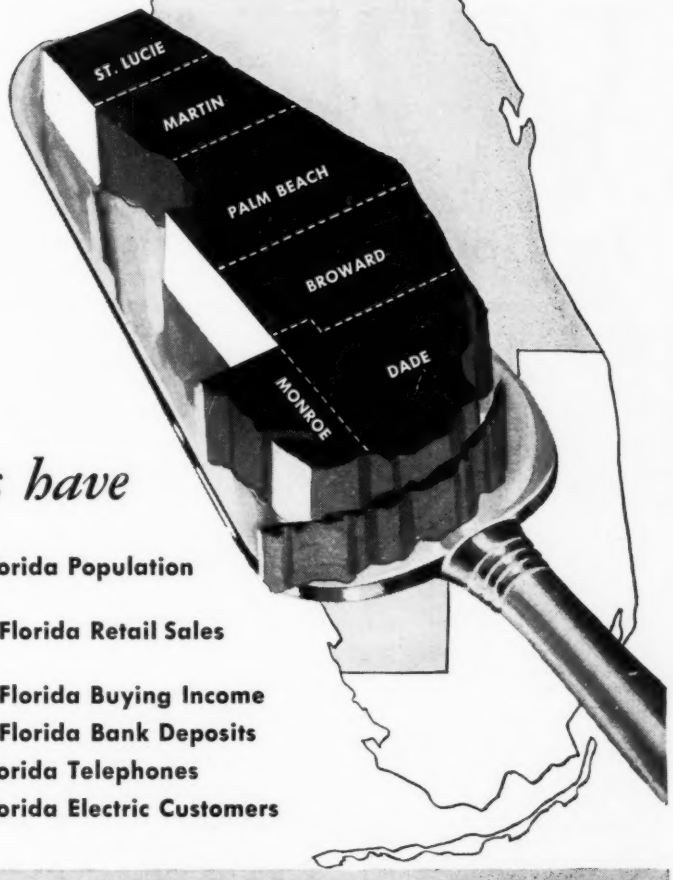
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THE BIGGEST SLICE!

FLORIDA'S BILLION DOLLAR GOLD COAST MARKET

(6 of Florida's 67 counties)



6 Gold Coast Counties have

● Population (74.3% gain since 1940)	817,100	28% of Florida Population
● Retail Sales	$1,033,000,000	35.5% of Florida Retail Sales
● Effective Buying Income	$1,116,000,000	32.5% of Florida Buying Income
● Bank Deposits	$758,452,036	38.8% of Florida Bank Deposits
● Telephones	308,676	41% of Florida Telephones
● Electric Customers	295,892	32% of Florida Electric Customers

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The Miami Herald, national leader in grocery and automotive lineage, continues its domination of the Gold Coast Market...and WQAM, Miami's First Station, continues to deliver complete coverage of the entire 6-county area. It will pay you to invest in booming, spending South Florida...and you'll be sure of your returns when you rely on the Miami Herald and WQAM.

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24% OF FLORIDA'S RETAIL SALES

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National Representative JOHN BLAIR & CO. • Southeastern Representative HARRY E. CUMMINGS, Jacksonville, Fla.

FLORIDA— SM Standard Metropolitan County Areas — (Continued)

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Orlando	.....	101	123.6	.0798	38.7	132,184	.0874	29,484	16,744	7,644	26,709	5,160	.....	162,354	.0737	1,314	4,195	.0790	99
△Pensacola	.....	180	118.8	.0767	32.6	88,935	.0588	22,127	8,453	3,665	21,736	2,851	.....	122,905	.0558	1,035	3,770	.0609	79
Tampa-St. Petersburg	.....	144	434.7	.2806	141.1	478,304	.3150	99,413	72,964	25,843	80,330	16,218	.....	565,662	.2566	1,301	4,009	.2789	99
△WestPalmBeach	.....	186	121.1	.0782	39.3	164,189	.1086	35,148	11,164	11,274	32,939	5,668	.....	161,956	.0735	1,337	4,121	.0850	109

WIRK 1000 WATTS — MBS — 1290 KC. WEST PALM BEACH



ONLY WIRK IS *Big* ENOUGH TO SELL PALM BEACH COUNTY

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- YARD BIRD HILL BILLY
- BEN DECKER'S ALMANAC
- THE BOB RAY SHOW
- THE BLUE DREAMER
- ROME HARTMAN'S SPORTSCOPE
- TOP-RATED LOCAL NEWS

See DONALD COOK, INC.

GEORGIA — Counties and Cities —

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Maryland, p. 333; North Carolina, p. 448; South Carolina, p. 527; Virginia, p. 585; West Virginia, p. 600.)

(Georgia state map—p. 254) City	County	Pop. (in thous.)	NUMBER OF OUTLETS F	GM	FHR	A	D
Albany	Dougherty	33.0	107	12	28	28	10
Americus	Sumter	11.5	63	6	10	17	6
Athens	Clarke	29.3	101	11	17	29	10
Atlanta	Fulton	333.5	920	84	161	145	165
Augusta	Richmond	84.8	351	35	48	65	24
Brunswick	Glynn	18.9	84	7	19	13	12
Cartersville	Bartow	7.5	29	11	7	15	4
Cedartown	Polk	9.7	48	7	7	12	4
Columbus	Muscogee	85.1	402	27	62	49	40
Cordele	Crisp	9.5	54	6	9	14	6
Dalton	Whitfield	16.7	65	13	19	21	10
Decatur	De Kalb	23.1	31	9	11	18	8
Douglas	Coffee	7.6	44	10	8	11	5
Dublin	Laurens	10.3	57	10	14	16	4
East Point	Fulton	22.3	45	4	9	16	6
Fitzgerald	Ben Hill	8.3	75	8	10	12	5
Gainesville	Hall	12.3	78	7	17	28	6
Griffin	Spaulding	14.3	53	11	17	20	6
La Grange	Troup	25.6	100	11	22	21	12
Macon	Bibb	73.5	275	27	40	48	32
Marietta	Cobb	23.2	51	13	18	24	8
Moultrie	Colquitt	11.8	63	9	17	22	7
Newnan	Coweta	8.3	44	10	10	15	7

(Continued on page 260)

▲ and △ See end of state for Standard Metropolitan County Areas.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Appling	E6	.....	14.1	.0091	3.3	4,840	.0032	1,483	358	242	163	207	.....	9,843	.0045	698	2,983	.0050	55
Atkinson	D7	.....	7.5	.0048	1.8	1,870	.0012	1,000	129	102	*	57	.....	3,338	.0015	445	1,854	.0020	42
Bacon	E7	.....	9.1	.0059	2.2	4,589	.0031	1,218	155	127	1,470	219	.....	7,736	.0035	850	3,516	.0038	64
Baker	B7	.....	6.0	.0039	1.3	872	.0005	467	.....	.....	.....	26	.....	2,915	.0013	488	2,242	.0015	38
Baldwin	D4	.....	30.8	.0198	4.8	11,204	.0075	2,964	1,162	742	3,131	450	.....	23,703	.0108	770	4,938	.0115	58
Banks	D2	.....	6.9	.0044	1.8	623	.0004	282	70	*	.....	.....	.....	2,444	.0011	354	1,358	.0015	34
Barrow	C3	.....	13.4	.0087	3.7	7,855	.0052	1,878	601	815	1,305	266	.....	10,449	.0047	780	2,824	.0056	64
Bartow	B2	.....	27.9	.0180	7.2	17,508	.0115	3,871	2,367	925	4,710	414	.....	22,895	.0104	821	3,180	.0122	68
Cartersville	.....	.....	7.5	.0048	2.2	13,796	.0091	3,084	1,085	867	3,926	342	*	8,352	.0038	1,114	3,796	.0056	117
Ben Hill	D7	.....	15.1	.0097	4.1	12,927	.0086	3,275	830	805	3,047	364	.....	16,214	.0074	1,074	3,955	.0081	84
Fitzgerald	.....	.....	8.3	.0053	2.7	12,757	.0084	3,216	830	805	3,047	364	791	9,073	.0041	1,093	3,360	.0056	106
Berrien	D7	.....	14.1	.0091	3.4	6,057	.0040	1,295	448	150	916	176	.....	12,563	.0057	891	3,695	.0058	64
Bibb	C5	83	119.2	.0770	33.9	104,450	.0691	24,940	15,096	5,387	20,586	3,188	.....	144,778	.0656	1,215	4,271	.0688	89
▲Macon	.....	.....	73.5	.0475	21.9	96,572	.0639	20,644	14,664	5,257	19,764	3,059	47,770	96,774	.0439	1,317	4,419	.0506	107

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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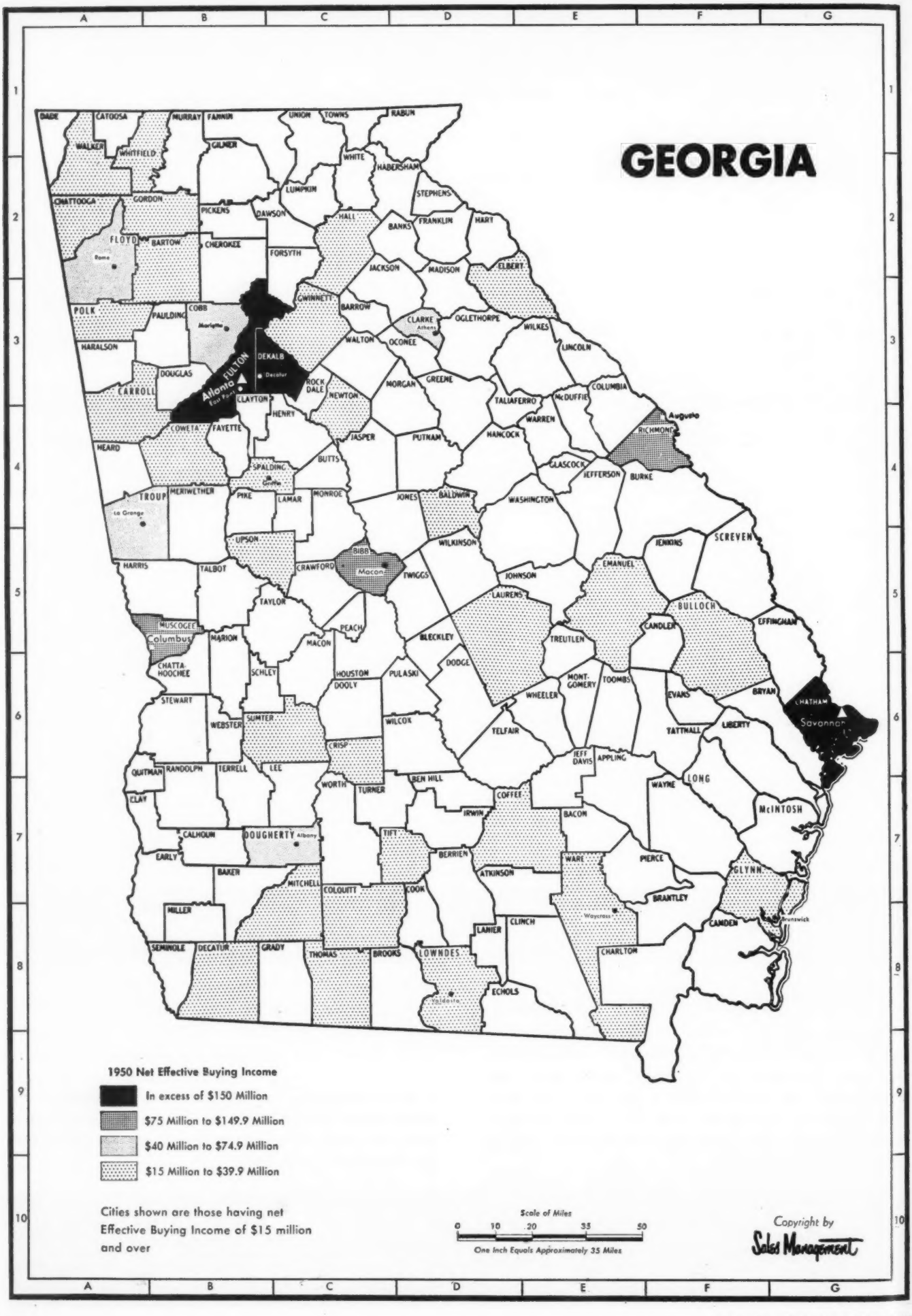
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Macon is among the South's ***most rapidly-expanding*** industrial areas. Upward of $50 million in new industry has recently located in prosperous Macon, wealthy trading hub of Middle Georgia. Population here has kept pace with this industrial expansion. Metropolitan area population is now over 135,000, a gain of 40,000 since 1940, states U. S. Census. This is a 42% ***increase*** which compares most favorably with national average population gain of 14.5%.

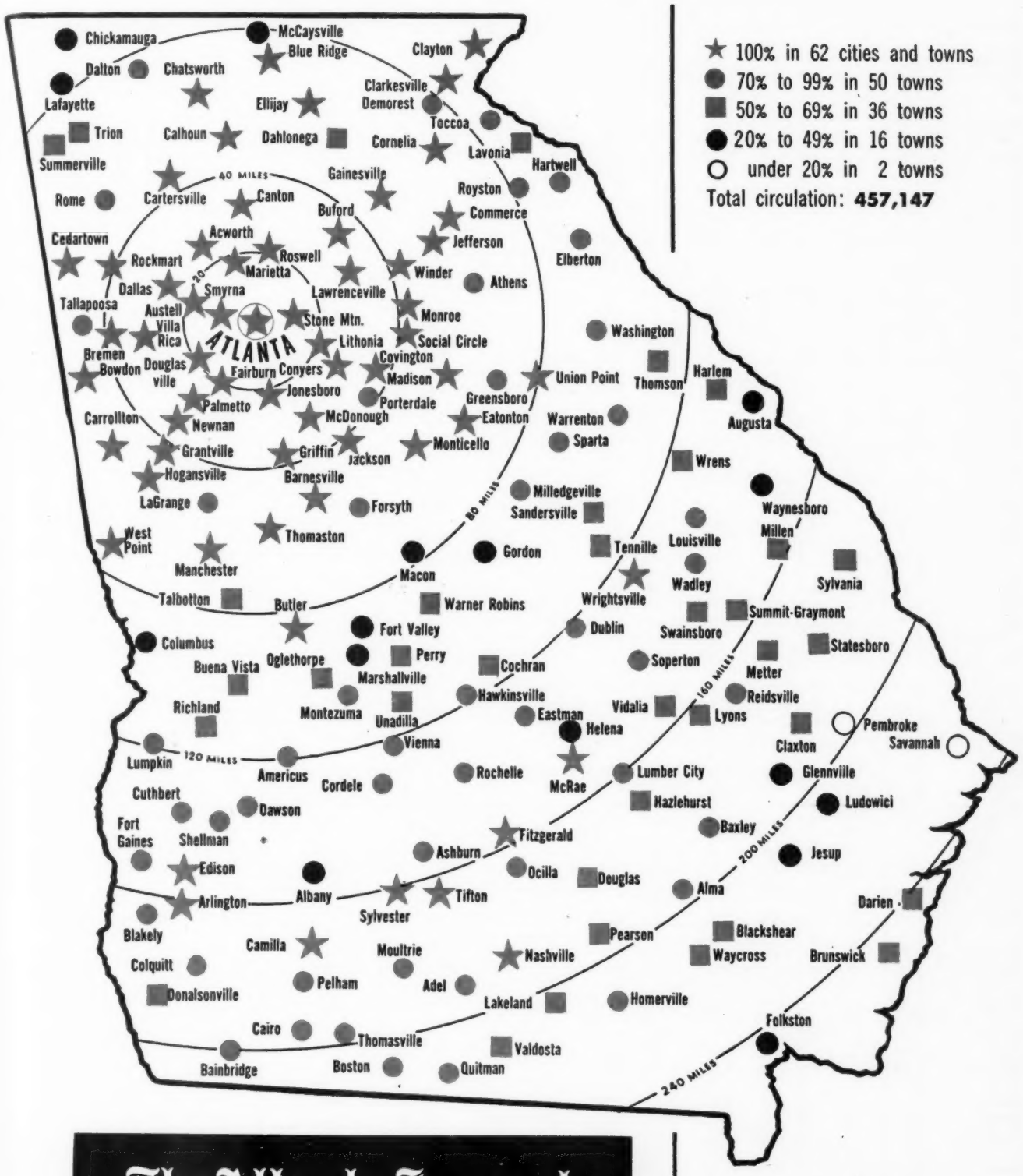
Retail sales and purchasing power in Macon are at ***all-time record highs!*** Retail sales jumped over $9½ million in the city and now exceed $96,500,000! Farm income in the Macon trade area surpasses $92 million annually!

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CHATTOOGA
GORDON
PICKENS
DAWSON
HALL
BANKS
FRANKLIN
HART
FLOYD
Rome
BARTOW
CHEROKEE
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LINCOLN
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NEWTON
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GREENE
TALIAFERRO
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COLUMBIA
CLAYTON
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RICHMOND
COWETA
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EARLY
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Waycross
Brunswick
MILLER
CLINCH
LANIER
CAMDEN
SEMINOLE
DECATUR
GRADY
THOMAS
BROOKS
LOWNDES
Valdosta
CHARLTON
ECHOLS
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
Scale of Miles
0 10 20 35 50
One Inch Equals Approximately 35 Miles
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79% family coverage in Georgia's 166 cities and towns with a population of 1000 or more



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GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bleckley	D5		9.3	.0060	2.4	4,366	.0028	1,239	211	243	1,383	104		6,218	.0029	669	2,591	.0035	58
Brantley	F7		6.5	.0042	1.5	1,397	.0010	445	216	*	*	54		2,767	.0012	426	1,845	.0017	40
Brooks	C8		18.1	.0117	4.3	7,177	.0047	2,509	366	413	1,313	270		11,362	.0052	628	2,642	.0064	55
Bryan	F6		6.1	.0039	1.4	2,548	.0017	936		*	494	48		2,659	.0012	436	1,899	.0019	49
Bulloch	F5		25.0	.0161	6.2	14,811	.0098	3,068	1,409	1,296	3,326	469		20,745	.0094	830	3,348	.0109	68
Statesboro			6.1	.0039	1.9	11,937	.0079	2,069	892	1,078	2,626	401	*	6,363	.0029	1,043	3,349	.0046	118
Burke	F4		23.6	.0153	6.1	7,815	.0052	2,246	915	357	1,544	270		15,295	.0069	648	2,507	.0081	53
Butts	C4		9.2	.0059	2.3	4,050	.0026	1,136	529	199	1,098	92		7,823	.0036	850	3,401	.0038	64
Calhoun	B7		8.9	.0057	2.3	2,394	.0016	634	476	44	*	126		5,496	.0025	618	2,390	.0029	51
Camden	F8		7.6	.0050	2.0	4,379	.0029	1,491	342	*	1,275	121		5,003	.0022	658	2,502	.0030	60
Candler	F5		8.0	.0051	2.1	4,805	.0032	1,002	249	268	1,565	182		7,455	.0034	932	3,550	.0037	73
Carroll	A3		34.5	.0223	9.3	17,583	.0116	3,861	2,441	1,183	4,281	546		27,607	.0126	800	2,968	.0142	64
Catoosa	A1		15.7	.0101	4.1	3,826	.0025	1,472	231	131	975	25		5,881	.0026	375	1,434	.0041	41
Charlton	E8		4.8	.0031	1.2	2,633	.0018	912	225	*	721	53		3,694	.0017	770	3,078	.0020	65
Chatham	G6	129	157.1	.1014	45.5	139,440	.0922	34,866	15,792	8,463	24,130	4,317		222,720	.1010	1,418	4,895	.0984	97
▲Savannah			124.5	.0804	36.7	126,802	.0838	30,215	15,501	8,344	23,634	4,081	104,444	182,729	.0829	1,468	4,979	.0827	103
Chattahoochee	B6	32	14.1	.0091	1.8	210	.0001	103	22					8,275	.0038	587	4,597	.0038	42
Chattooga	A2		21.7	.0140	5.6	11,035	.0073	2,548	2,282	525	1,925	331		18,006	.0082	830	3,215	.0091	65
Cherokee	B2		21.2	.0137	5.5	12,516	.0083	2,573	1,657	499	1,741	208		16,316	.0074	770	2,967	.0089	85
Clarke	D3		38.0	.0245	10.0	39,211	.0259	8,662	3,984	1,839	9,644	1,071		44,253	.0200	1,165	4,425	.0227	93
Athens			29.3	.0189	7.7	37,839	.0250	8,064	3,371	1,738	9,644	1,071	*	38,578	.0175	1,317	5,010	.0200	106
Clay	A7		5.8	.0038	1.6	2,699	.0018	597	197	*	889	59		4,523	.0021	780	2,827	.0024	63
Clayton	B4		24.1	.0155	6.4	5,054	.0034	1,615	497	*	*	150		10,012	.0045	415	1,564	.0064	41
Clinch	E8		6.1	.0040	1.6	2,287	.0015	846	172	*	661	55		4,507	.0021	739	2,817	.0023	58
Cobb	B3	8	68.4	.0427	17.9	41,838	.0276	10,476	4,195	2,012	9,082	1,407		67,907	.0308	1,023	3,794	.0322	75
Marietta			23.2	.0150	6.5	27,639	.0183	6,077	2,929	1,234	7,886	1,110	*	31,233	.0142	1,346	4,805	.0156	104
Coffee	D7		24.5	.0159	5.8	15,216	.0101	3,526	804	791	2,904	637		17,605	.0080	719	3,035	.0102	64
Douglas			7.6	.0049	2.0	13,567	.0090	2,584	671	703	2,904	522	2,458	7,617	.0034	1,002	3,809	.0054	110
Colquitt	C7		34.4	.0222	8.7	22,641	.0150	6,500	1,660	1,629	3,829	756		31,002	.0141	901	3,563	.0160	72
Moultrie			11.8	.0076	3.4	18,286	.0121	4,603	1,512	1,569	3,523	688	*	12,068	.0055	1,023	3,549	.0079	104
Columbia	E3		9.6	.0062	2.3	1,792	.0011	964	199	*	*	58		3,596	.0016	375	1,563	.0024	39
Cook	D7		12.3	.0079	3.2	5,422	.0036	1,633	424	304	976	232		9,340	.0042	759	2,919	.0048	61
Coweta	B4		28.1	.0181	7.5	16,569	.0110	4,582	1,881	789	2,928	583		25,324	.0115	901	3,377	.0127	70
Newnan			8.3	.0054	2.4	12,561	.0083	2,913	1,266	717	2,584	524	*	9,666	.0044	1,165	4,028	.0058	107
Crawford	C5		6.1	.0040	1.4	1,600	.0010	550	415	*	*	30		2,840	.0013	466	2,029	.0018	45
Crisp	C6		17.8	.0115	4.9	14,712	.0098	3,035	1,925	731	3,688	316		20,548	.0093	1,154	4,193	.0099	86
Cordele			9.5	.0061	3.0	14,235	.0094	2,770	1,833	731	3,688	278	3,279	10,773	.0049	1,134	3,591	.0065	107
Dade	A1		7.7	.0049	1.7	1,945	.0013	905	483	*	*			3,120	.0014	405	1,835	.0021	43
Dawson	C2		3.7	.0024	.9	564	.0003	148	69	*				1,273	.0006	344	1,414	.0009	38
Decatur	B8		24.0	.0155	8.3	11,399	.0076	3,039	967	483	2,765	295		18,470	.0084	770	2,932	.0096	82
De Kalb	C3	8	144.1	.0930	41.5	63,468	.0419	22,583	3,254	2,565	11,843	7,094		214,438	.0973	1,488	5,167	.0798	86
Decatur			23.1	.0149	7.0	24,388	.0161	7,451	1,090	1,206	10,406	1,356	1,087	41,166	.0186	1,782	5,881	.0171	115
1Atlanta																			
Dodge	D6		17.8	.0115	4.5	7,315	.0049	2,147	883	392	2,025	257		12,608	.0057	708	2,802	.0066	57
Dooly	C6		14.2	.0092	3.5	5,265	.0035	1,480	1,132	196	798	216		8,058	.0037	567	2,302	.0047	51
Dougherty	B7		46.3	.0299	12.8	45,398	.0300	9,325	3,937	2,440	11,181	1,306		65,167	.0295	1,407	5,091	.0297	99
Albany			33.0	.0213	9.7	42,972	.0284	8,046	3,832	2,440	11,181	1,306	33,167	47,795	.0217	1,448	4,927	.0236	111
Douglas	B3		12.5	.0080	3.1	5,496	.0036	1,342	754	192	2,169	130		9,237	.0042	739	2,980	.0048	60
Early	B7		17.6	.0114	4.4	7,752	.0051	2,136	404	664	2,107	233		10,509	.0048	597	2,388	.0062	54
Echols	D8		2.5	.0016	.6	294	.0002	67	32					1,898	.0008	759	3,163	.0008	50
Effingham	G5		9.2	.0060	2.3	2,959	.0020	832	543	44	645	105		4,657	.0022	506	2,025	.0029	48
Elbert	D2		18.7	.0120	5.0	9,694	.0064	2,432	1,043	693	2,503	446		16,663	.0075	891	3,333	.0081	68
Emanuel	E5		19.6	.0127	5.0	10,031	.0066	2,213	1,021	142	2,714	241		17,264	.0079	881	3,453	.0085	67
Evans	F6		6.6	.0042	1.7	4,384	.0029	918	216	141	1,703	61		5,881	.0026	891	3,459	.0030	71
Fannin	B1		15.4	.0100	3.7	6,001	.0040	1,325	275	138	1,806	85		5,297	.0024	344	1,432	.0044	44
Fayette	B4		8.1	.0052	2.0	2,852	.0019	915	797	*	*	55		3,366	.0015	416	1,683	.0024	46
Floyd	A2		64.5	.0416	17.1	53,256	.0352	11,777	7,343	4,237	9,156	1,576		75,773	.0344	1,175	4,431	.0361	87
Rome			30.4	.0196	9.2	46,239	.0306	8,945	5,846	3,953	8,828	1,383	*	39,716	.0180	1,306	4,317	.0221	113
Forsyth	C2		11.2	.0073	2.9	6,891	.0046	721	384	242	1,054	27		9,980	.0048	891	3,441	.0051	70
Franklin	D2		14.4	.0093	3.7	7,460	.0049	1,362	700	445	1,772	131		11,523	.0052	800	3,114	.0059	63
Fulton	B3	8	482.2	.3112	136.6	694,644	.4593	118,048	176,764	31,632	132,120	18,547		722,494	.3278	1,498	5,289	.3639	117

1 Atlanta is in De Kalb and Fulton Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.

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GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
1▲Atlanta	.....	.....	333.5	.2153	95.8	622,779	.4118	95,573	174,970	27,919	119,195	19,381	645,429	520,115	.2360	1,560	5,429	.2846	132
East Point	.....	.....	22.3	.0144	6.4	25,252	.0167	5,881	321	1,565	11,567	689	5,389	33,640	.0153	1,509	5,256	.0155	108
Gilmer	B1	.....	10.0	.0065	2.5	4,050	.0027	556	356	239	1,516	138	.....	3,542	.0016	354	1,417	.0029	45
Glascock	E4	.....	3.6	.0023	.9	672	.0004	207	184	*	194	24	.....	2,333	.0010	648	2,592	.0011	48
Glynn	F7	.....	30.6	.0198	8.5	26,305	.0174	7,105	1,447	1,400	4,645	1,112	.....	33,762	.0154	1,103	3,972	.0169	85
Brunswick	.....	.....	18.9	.0122	5.4	21,947	.0145	5,577	1,126	1,330	4,645	836	*	21,046	.0095	1,114	3,897	.0115	94
Gordon	A2	.....	19.2	.0124	5.0	8,640	.0057	2,393	1,057	725	1,338	323	.....	16,912	.0076	881	3,382	.0080	65
Grady	C8	.....	19.2	.0124	4.9	8,664	.0058	2,360	701	477	2,174	354	.....	14,385	.0066	749	2,936	.0075	60
Greene	D3	.....	12.8	.0082	3.2	6,383	.0042	1,839	1,105	325	1,445	286	.....	7,773	.0035	607	2,429	.0047	57
Gwinnett	C3	.....	33.1	.0214	8.8	15,340	.0101	3,229	2,215	1,017	4,941	433	.....	19,764	.0090	597	2,246	.0118	55
Habersham	C2	.....	17.0	.0110	4.4	9,213	.0061	2,347	1,251	572	1,598	267	.....	10,844	.0049	638	2,465	.0065	59
Hall	C2	.....	41.1	.0265	10.8	40,048	.0265	6,329	2,538	2,677	11,730	864	.....	36,622	.0166	891	3,391	.0216	82
Gainesville	.....	.....	12.3	.0079	3.6	35,779	.0237	3,923	2,081	2,257	11,324	864	11,322	13,445	.0061	1,093	3,735	.0117	148
Hancock	D4	.....	10.9	.0070	2.5	4,783	.0031	1,313	456	124	1,901	57	.....	6,508	.0029	597	2,603	.0038	54
Haralson	A3	.....	15.0	.0097	3.9	7,611	.0051	1,624	568	936	1,765	162	.....	11,391	.0052	759	2,921	.0061	63
Harris	A5	.....	11.5	.0074	2.8	2,827	.0018	1,377	297	*	510	96	.....	7,454	.0034	648	2,662	.0037	50
Hart	D2	.....	14.5	.0094	3.7	4,696	.0032	1,103	720	462	1,122	83	.....	12,772	.0058	881	3,452	.0057	61
Heard	A4	.....	7.0	.0045	1.7	1,421	.0009	272	283	*	*	30	.....	2,908	.0013	415	1,711	.0018	40
Henry	C4	.....	16.1	.0104	3.9	5,572	.0037	1,460	685	195	1,008	111	.....	10,107	.0046	628	2,592	.0055	53
Houston	C6	83	23.1	.0149	5.9	8,361	.0055	2,758	323	445	1,138	423	.....	10,987	.0050	476	1,862	.0071	48
Irwin	D7	.....	12.0	.0078	2.7	3,609	.0024	1,496	170	101	587	56	.....	7,165	.0032	597	2,654	.0039	50
Jackson	C2	.....	19.1	.0123	5.0	9,458	.0062	2,404	1,338	546	1,933	229	.....	14,114	.0064	739	2,823	.0075	61
Jasper	C4	.....	7.5	.0048	1.9	3,418	.0023	577	1,051	*	581	88	.....	6,078	.0028	810	3,199	.0031	65
Jeff Davis	E6	.....	9.5	.0062	2.3	3,147	.0021	1,098	177	380	776	176	.....	6,254	.0028	658	2,719	.0033	53
Jefferson	E4	.....	18.9	.0122	4.7	8,087	.0053	1,792	648	435	1,318	402	.....	14,353	.0065	759	3,054	.0073	60
Jenkins	F5	.....	10.3	.0066	2.6	4,278	.0029	1,274	518	318	840	206	.....	7,506	.0034	729	2,887	.0039	59
Johnson	E5	.....	9.8	.0063	2.6	3,123	.0020	932	228	174	748	173	.....	6,351	.0029	648	2,443	.0033	52

1 Atlanta is in DeKalb and Fulton Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

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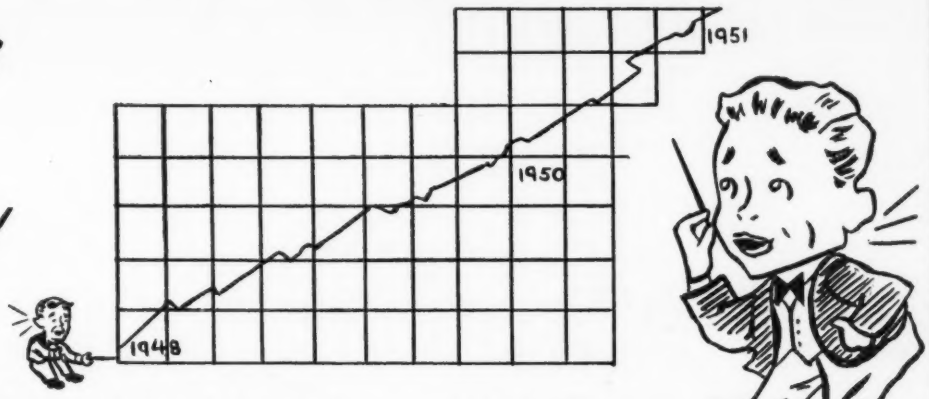
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COLUMBUS IS STILL GROWING!



HERE'S THE 12 MONTHS STORY JANUARY 1951 - JANUARY 1952

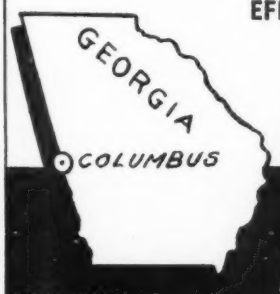
COLUMBUS METROPOLITAN AREA

POPULATION ..... 180,900 10% INCREASE

RETAIL SALES ..... $132,332.00 10.5% INCREASE

EFFECTIVE BUYING INCOME ..... $187,314.00 16.5% INCREASE

Contact WRBL or Hollingbery for the full story!



WRBL COLUMBUS, GA.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA — (Continued)

COUNTIES, CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52			RETAIL SALES — 1951 SM ESTIMATES							MERCHANT WHOLESALER SALES	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951					
								FIVE STORE GROUPS (in thousands of dollars—add 000)											
			Total (thousands)	% of U.S.A.	Families (thousands)	Dollars (add 000)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	1951 SM Estimates (add 000)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Jones	D4		7.5	.0049	1.9	1,295	.0009	534	195	•				3,338	.0015	445	1,757	.0020	41
Lamar	C4		10.0	.0064	2.6	4,578	.0030	1,664	352	152	746	168		8,206	.0038	821	3,156	.0041	64
Lanier	D8		5.2	.0034	1.4	1,959	.0013	507	200		•	58		2,367	.0010	455	1,691	.0016	47
Laurens	D5		33.6	.0217	8.5	18,414	.0122	4,155	2,287	1,357	4,810	537		28,224	.0128	840	3,320	.0144	66
Dublin			10.3	.0067	3.1	15,203	.0100	3,116	1,556	1,341	3,973	472	•	9,388	.0043	911	3,028	.0065	97
Lee	C6		6.6	.0042	1.6	1,008	.0006	408	317	•	•	59		3,207	.0015	486	2,004	.0018	43
Liberty	F8		9.6	.0062	2.4	4,546	.0031	1,401	333	88	1,274	62		3,792	.0017	395	1,580	.0030	48
Lincoln	E3		6.4	.0042	1.5	3,002	.0019	1,225	241	•	708	56		3,109	.0014	486	2,073	.0021	50
Long	F7		3.7	.0023	.9	1,250	.0009	434	60	•	•	52		1,612	.0008	436	1,791	.0011	48
Lowndes	D8		35.9	.0232	9.6	27,798	.0183	6,773	2,158	1,972	6,356	959		41,442	.0188	1,154	4,317	.0198	84
Valdosta			22.4	.0144	6.4	24,155	.0160	5,537	2,026	1,972	5,895	815	6,433	26,772	.0121	1,195	4,183	.0137	95
Lumpkin	C2		6.8	.0044	1.5	2,075	.0014	487	406	45	476	28		3,720	.0016	547	2,480	.0021	48
McDuffie	E3		11.7	.0076	3.0	5,713	.0038	1,739	235	349	1,718	137		9,005	.0041	770	3,002	.0047	62
McIntosh	G7		6.2	.0040	1.6	2,092	.0014	888	131	•	•	54		4,145	.0019	669	2,591	.0022	55
Macon	C5		14.2	.0091	3.5	6,486	.0043	1,965	657	432	1,060	197		10,638	.0048	749	3,039	.0055	60
Madison	D2		12.2	.0079	3.1	2,484	.0016	867	625	74	•	60		5,927	.0027	486	1,912	.0034	43
Marion	B5		6.6	.0043	1.5	1,876	.0012	832	230	•	•	53		2,876	.0013	436	1,917	.0019	44
Meriwether	B4		20.7	.0133	5.3	7,905	.0053	2,517	1,183	406	523	334		12,572	.0057	607	2,372	.0071	53
Miller	B8		9.1	.0059	2.3	3,283	.0021	685	245	128	696	155		3,966	.0018	436	1,724	.0027	46
Mitchell	C7		22.4	.0145	5.5	11,280	.0075	2,913	1,806	493	2,732	335		17,925	.0082	800	3,259	.0093	64
Monroe	C4		10.8	.0068	2.6	4,987	.0033	1,829	276	64	1,233	161		8,265	.0037	780	3,179	.0042	62
Montgomery	E6		7.9	.0051	1.9	1,743	.0012	515	451	•	•	86		3,443	.0016	436	1,812	.0022	43
Morgan	D3		11.8	.0076	3.1	5,659	.0037	1,820	328	475	718	186		8,129	.0037	689	2,622	.0045	58
Murray	B1		10.9	.0071	2.6	2,824	.0019	580	706	188	323	57		5,184	.0023	476	1,994	.0031	44
Muscogee	B5	32	125.5	.0810	33.1	122,192	.0808	28,899	14,696	8,432	29,735	3,139		157,554	.0715	1,255	4,760	.0762	94
▲Columbus			85.1	.0550	24.0	115,964	.0767	25,445	14,366	8,044	29,130	3,008	37,845	124,902	.0567	1,468	5,204	.0623	113

▲ and △ See end of state for Standard Metropolitan County Areas.
•Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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GEORGIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 252)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Rome	Floyd	30.4	161	21	28	27	12
Savannah	Chatham	124.5	624	48	69	58	54
Statesboro	Bulloch	6.1	38	7	15	16	6
Thomaston	Upson	6.7	37	9	17	19	5
Thomasville	Thomas	14.7	76	10	10	19	8
Tifton	Tift	7.0	42	4	11	19	6
Valdosta	Lowndes	22.4	99	10	21	27	12
Waycross	Ware	19.1	91	5	16	29	10
West Point	Troup	4.3	24	6	13	8	4

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Newton	C3		20.6	.0133	5.3	12,529	.0082	3,832	869	925	2,633	355		17,304	.0079	840	3,265	.0091	68
Oconee	D3		7.1	.0045	1.7	1,052	.0007	663	38	*				3,740	.0017	527	2,200	.0020	44
Oglethorpe	D3		9.8	.0064	2.4	2,015	.0014	1,065	132	*	*	51		4,171	.0018	428	1,738	.0026	41
Paulding	B3		11.7	.0075	3.1	3,117	.0020	817	529	141	909	58		5,100	.0024	436	1,645	.0033	44
Peach	C5		12.0	.0078	3.0	7,810	.0052	2,219	376	506	1,628	242		11,782	.0053	982	3,927	.0058	74
Pickens	B2		8.9	.0057	2.3	5,157	.0034	591	1,020	*	943	85		5,050	.0023	567	2,196	.0033	58
Pierce	F7		11.1	.0072	2.7	4,611	.0031	1,496	585	435	794	156		7,976	.0036	719	2,954	.0042	58
Pike	B4		8.5	.0055	2.1	1,649	.0010	635	539	*	*	30		4,737	.0022	557	2,256	.0025	45
Polk	A3		31.3	.0202	8.1	19,073	.0127	5,695	1,760	1,638	3,551	672		34,534	.0156	1,103	4,263	.0157	78
Cedartown			9.7	.0062	2.7	12,496	.0082	3,276	943	1,086	2,895	370	*	12,276	.0056	1,266	4,547	.0065	105
Pulaski	D6		8.8	.0056	2.3	5,672	.0037	1,198	751	248	1,393	172		7,131	.0033	810	3,100	.0039	70
Putnam	D4		7.7	.0050	1.9	4,173	.0028	1,005	283	194	1,028	166		6,004	.0027	780	3,160	.0032	64
Quitman	A6		3.0	.0020	.8	489	.0003	251	21					1,185	.0005	395	1,481	.0007	35
Rabun	D1		7.5	.0048	1.8	3,743	.0025	801	445	130	840	143		5,619	.0026	749	3,122	.0030	63
Randolph	B6		13.7	.0088	3.4	6,763	.0044	1,974	799	156	1,888	240		11,368	.0051	830	3,344	.0056	64
Richmond	F4	10	143.9	.0929	38.0	113,373	.0750	24,644	18,486	6,128	21,384	3,154		179,185	.0813	1,245	4,715	.0817	88
▲Augusta			84.8	.0548	24.0	105,876	.0700	21,772	17,971	5,674	20,727	3,048	63,289	108,190	.0491	1,276	4,508	.0565	103
Rockdale	C3		8.7	.0056	2.2	4,082	.0027	1,063	438	475	665	48		8,607	.0030	759	3,003	.0034	61
Schley	B6		4.0	.0026	1.0	1,288	.0009	342	260	*	444	51		2,470	.0011	618	2,470	.0013	50
Screven	F5		17.6	.0114	4.3	5,545	.0036	1,485	1,321	*	1,080	152		11,945	.0055	679	2,778	.0061	54
Seminole	B8		8.0	.0051	2.0	4,735	.0032	1,238	176	89	1,524	132		6,238	.0028	780	3,120	.0034	67
Spalding	B4		31.8	.0206	8.8	25,794	.0170	6,850	1,981	1,768	4,878	858		30,250	.0137	951	3,438	.0161	78
Griffin			14.3	.0092	4.1	23,327	.0155	5,680	1,758	1,768	4,640	758	*	18,098	.0082	1,266	4,414	.0106	115
Stephens	D2		17.2	.0111	4.5	10,863	.0072	2,658	1,343	901	2,801	385		14,624	.0067	850	3,250	.0077	69
Stewart	B6		9.2	.0059	2.3	3,563	.0023	1,154	771	33	775	126		5,399	.0024	587	2,347	.0031	53
Sumter	B6		24.4	.0158	6.5	17,221	.0114	4,810	1,110	685	3,238	557		24,456	.0111	1,002	3,762	.0121	77
Americus			11.5	.0074	3.6	15,723	.0104	3,948	799	665	3,057	430	*	12,454	.0056	1,083	3,459	.0074	100
Talbot	B5		7.7	.0049	1.9	1,805	.0012	473	474	*	*	53		3,278	.0015	426	1,725	.0021	43
Taliaferro	D4		4.5	.0029	1.1	1,155	.0008	433	71	*	*	27		2,370	.0011	527	2,155	.0014	48
Tattnall	F6		16.1	.0104	3.8	6,171	.0041	1,726	312	146	1,630	316		10,106	.0045	628	2,659	.0056	54
Taylor	C5		9.1	.0059	2.4	3,707	.0024	1,034	486	182	1,059	103		6,446	.0030	708	2,698	.0034	58
Telfair	D6		13.1	.0085	3.3	6,705	.0045	2,080	431	204	1,434	323		11,271	.0051	860	3,415	.0056	66
Terrell	B6		14.3	.0092	3.5	7,368	.0048	2,136	733	194	1,132	179		11,150	.0050	780	3,186	.0058	63
Thomas	C8		34.5	.0223	9.3	22,655	.0150	6,171	1,977	742	4,570	953		30,037	.0137	871	3,230	.0158	71
Thomasville			14.7	.0095	4.3	18,146	.0120	4,486	1,228	664	4,343	733	4,598	14,583	.0066	992	3,391	.0088	93
Tift	C7		23.4	.0151	6.0	17,819	.0118	4,916	761	963	3,462	556		23,693	.0107	1,013	3,949	.0119	79
Tifton			7.0	.0045	2.0	16,156	.0106	3,859	673	882	3,133	429	*	11,839	.0054	1,691	5,920	.0068	151
Toombs	E6		17.8	.0115	4.4	14,891	.0098	3,543	1,025	813	5,930	508		16,768	.0076	942	3,811	.0090	78
Towns	C1		4.8	.0031	1.2	1,053	.0007	304	168	84	*	26		1,848	.0009	385	1,540	.0013	42
Treutlen	E5		6.5	.0041	1.6	2,234	.0015	651	353		598	56		4,670	.0021	718	2,919	.0023	58
Troup	B4		50.9	.0329	13.7	45,077	.0293	12,751	4,581	5,120	9,408	1,320		53,614	.0243	1,053	3,913	.0277	84
La Grange			25.6	.0166	7.0	24,299	.0161	6,912	1,809	2,218	5,358	891	*	29,814	.0135	1,165	4,259	.0149	90
West Point-Lanett (Ala.)			*13.0*	*.0077*	*3.5*	*17,433*	*.0115*	*4,151*	*1,972*	*2,464*	*2,241*	*506*	*	*9,276*	*.0042*	*773*	*2,650*	*.0071*	*92*
West Point			4.3	.0027	1.5	15,024	.0099	3,560	1,840	2,328	2,090	300	*	5,051	.0023	1,175	3,367	.0046	170
Turner	C7		10.7	.0069	2.6	5,028	.0033	1,485	484	211	1,171	180		7,689	.0035	719	2,957	.0041	59
Twiggs	D5		8.3	.0054	2.0	1,278	.0009	536	322	*	74	58		3,532	.0016	426	1,768	.0022	41
Union	C1		7.4	.0047	1.8	1,913	.0013	458	127		420	55		2,548	.0012	344	1,414	.0019	40
Upson	B5		25.3	.0164	6.7	17,040	.0112	6,123	794	1,299	4,265	534		27,914	.0128	1,103	4,168	.0129	79
Thomaston			6.7	.0044	1.9	14,124	.0094	3,940	523	1,299	4,265	393	*	10,381	.0047	1,549	5,464	.0060	136
Walker	A1	27	39.6	.0255	10.6	18,778	.0124	4,730	1,934	1,314	4,303	848		30,071	.0137	759	2,837	.0157	62
Walton	C3		20.4	.0132	5.2	11,494	.0076	3,463	1,181	1,173	2,771	327		15,699	.0071	770	3,019	.0085	64

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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AUGUSTA, GEORGIA

The South's *Fastest Growing* Market!

92nd (1951)
~~107th (1950)~~

AUGUSTA, GEORGIA IS THE ~~157th (1948)~~ MARKET IN THE U. S.

2nd (1951)
~~3rd (1950)~~

AUGUSTA IS THE ~~5th (1948)~~ MARKET IN GEORGIA!

	1948	1950	1951
Population	98,400	164,300	208,200
Retail Sales	91,312,000	115,818,000	137,813,000
Per Family Income	3,575	3,239	4,215

SOURCE: Sales Management and Survey of Buying Power 1949, '51, '52

AUGUSTA, GEORGIA is growing by leaps and bounds! The impact of the giant billion dollars plus H-Bomb plant, Clark Hill Dam, hospital constructions, monthly payroll at Camp Gordon, the hundreds of millions of dollars being spent on highways, housing and other construction work taking place in and around Augusta is reflected in the increase in: Bank Clearings—up 32% to $341,821,278.98; Postal Receipts—up 37% to $1,012,985.54; County Building Permits—up 111% to $9,207,912.00; Number of Long Distance Calls—up 56% to 1,716,373; Water Pumpage (gallons) up 22% to 4,779,300,000.

These figures mean people—people with the money to buy. Augusta is leading the nation in percent of increase in Retail Sales—and was No. 1 in the nation in 1951.

Augusta's daily newspapers and network-affiliated radio stations are the *only* newspapers and the *only* radio stations giving you a thorough, penetrating coverage of this rich market. They get to your prospect.

For Additional Information, Wire, Write or Phone

THE AUGUSTA HERALD — THE AUGUSTA CHRONICLE
RADIO STATIONS WBBQ — WGAC — WJBF — WRDW

outside of atlanta . . . *NO GEORGIA STATION*

DELIVERS AS LARGE A

BMB AUDIENCE AS WMAZ



102,690 families*
in 67 counties
with 1951 retail sales
of half a billion dollars

*Daytime Total Weekly Audience, as reported in BMB Study No. 2, Spring 1949

WMAZ

MACON, GEORGIA • 10,000 W • 940 KC • CBS • MEMBER OF THE GEORGIA TRIO

REPRESENTED BY THE KATZ AGENCY, INC.

GEORGIA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ware	E7		30.9	.0200	8.2	27,063	.0179	6,128	1,278	2,350	8,581	904		36,301	.0165	1,175	4,427	.0176	88
Waycross			19.1	.0123	5.4	25,978	.0172	5,480	1,065	2,350	8,391	904	*	24,368	.0111	1,276	4,513	.0132	107
Warren	E4		8.9	.0057	2.1	3,198	.0021	737	246	359	824	82		5,496	.0025	618	2,617	.0030	53
Washington	E4		21.0	.0138	5.3	8,454	.0056	2,303	670	310	1,566	308		14,875	.0067	708	2,807	.0078	57
Wayne	F7		14.6	.0094	3.6	8,140	.0054	1,864	625	243	2,057	293		11,385	.0052	780	3,163	.0061	65
Webster	B6		4.2	.0027	.9	421	.0003	193	53	*	.....	24		2,550	.0011	607	2,833	.0012	44
Wheeler	E6		6.7	.0043	1.6	1,648	.0011	617	161	*	*	53		3,392	.0016	506	2,120	.0020	47
White	C2		6.0	.0039	1.5	1,603	.0010	494	221	.....	*	27		1,641	.0007	274	1,094	.0014	36
Whitfield	A2		36.1	.0233	9.6	23,854	.0158	6,885	1,983	1,837	4,648	755		29,958	.0136	830	3,120	.0162	70
Dalton			16.7	.0108	4.8	21,595	.0142	6,004	678	1,837	4,648	755	*	13,858	.0063	830	2,887	.0096	89
Wilcox	D8		10.1	.0065	2.6	2,744	.0018	1,194	644	*	*	147		6,134	.0028	607	2,359	.0032	49
Wilkes	E3		12.4	.0080	3.2	6,807	.0045	1,764	820	373	1,502	296		8,657	.0039	698	2,705	.0049	61
Wilkinson	D5		9.8	.0063	2.5	3,218	.0022	1,242	500	98	843	102		5,061	.0023	516	2,024	.0031	49
Worth	C7		19.5	.0126	4.6	5,325	.0035	2,208	348	356	955	184		11,644	.0053	597	2,531	.0062	49
Total Above Cities			1,115.3	.7199	322.3	1,653,413	1.0932	324,650	281,055	95,841	362,926	51,561	967,301	1,552,123	.7042	1,392	4,816	.8238	114
State Total			3,557.0	2.2958	935.2	2,506,987	1.6577	585,023	370,321	137,114	520,251	79,196		3,528,534	1.6009	992	3,773	1.7569	77
Per Capita Sales						705		164	104	39	146	22							
Per Family Sales						2,681		626	396	147	556	85							

GEORGIA— SM Standard Metropolitan County Areas

Atlanta		8	692.7	.4469	196.0	799,950	.5288	151,107	184,213	36,209	153,045	27,048		1,004,839	.4559	1,451	5,127	.4759	106
Augusta		10	208.2	.1344	55.2	137,813	.0911	32,312	21,450	7,106	25,975	3,689		232,638	.1056	1,117	4,214	.1069	80

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

WSAV reaches more homes

than any other Savannah medium! ★

★ Based upon
Official Published Reports:
BMB Study No. 2,
ABC Reports—March, 1951.

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Average Daily Audience Families:	Number Counties:
WSAV	D 143,670 N 109,100	D 82,080 N 53,850	D 57,009 N 33,786	D 42 N 29
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 46,163 N 31,578	D 28 N 20
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 19,323 N 16,996	D 7 N 3

Average Daily Circulation (ABC Reports)
Savannah Newspaper "M"—47,121 | Savannah Newspaper "E"—24,701



It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

CBS AFFILIATE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

GEORGIA—SM Standard Metropolitan County Areas — (Continued)

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Columbus	.....	32	180.9	.1168	45.2	132,332	.0875	32,271	16,068	8,952	30,133	3,432	.....	187,314	.0851	1,035	4,144	.0922	779
Macon	.....	83	142.3	.0919	39.8	112,811	.0746	27,698	15,419	5,832	21,724	3,611	.....	155,765	.0706	1,095	3,914	.0759	883
Savannah	.....	129	157.1	.1014	45.5	139,440	.0922	34,866	15,792	8,463	24,130	4,317	.....	222,720	.1010	1,418	4,895	.0984	975

(Other Mountain States: Arizona, p. 194; Colorado, p. 221; Montana, p. 394; Nevada, p. 404; New Mexico, p. 420; Utah, p. 578; Wyoming, p. 616).

IDAHO — Counties and Cities

Idaho state map—page 264 City	County	Pop. (in thous.)	NUMBER OF OUTLETS F	GM	FHR	A	D
Blackfoot	Bingham	5.3	18	5	7	14	4
Boise	Ada	36.1	79	9	29	44	12
Burley	Cassia	6.0	14	4	9	18	3
Caldwell	Canyon	11.0	31	5	6	22	4
Coeur d'Alene	Kootenai	12.5	48	3	15	13	4
Idaho Falls	Bonneville	20.5	46	7	22	28	8
Lewiston	Nez Perce	13.3	42	8	14	24	8
Moscow	Latah	10.7	13	5	5	11	5
Nampa	Canyon	16.8	49	6	13	21	5
Pocatello	Bannock	26.7	67	9	19	24	10
Twin Falls	Twin Falls	18.0	45	6	19	31	7
Weiser	Washington	4.0	13	8	4	12	2

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Before using these figures, see explanation page 15.

3 Times Greater Coverage

THAN ANY OTHER POCATELLO ADVERTISING MEDIUM

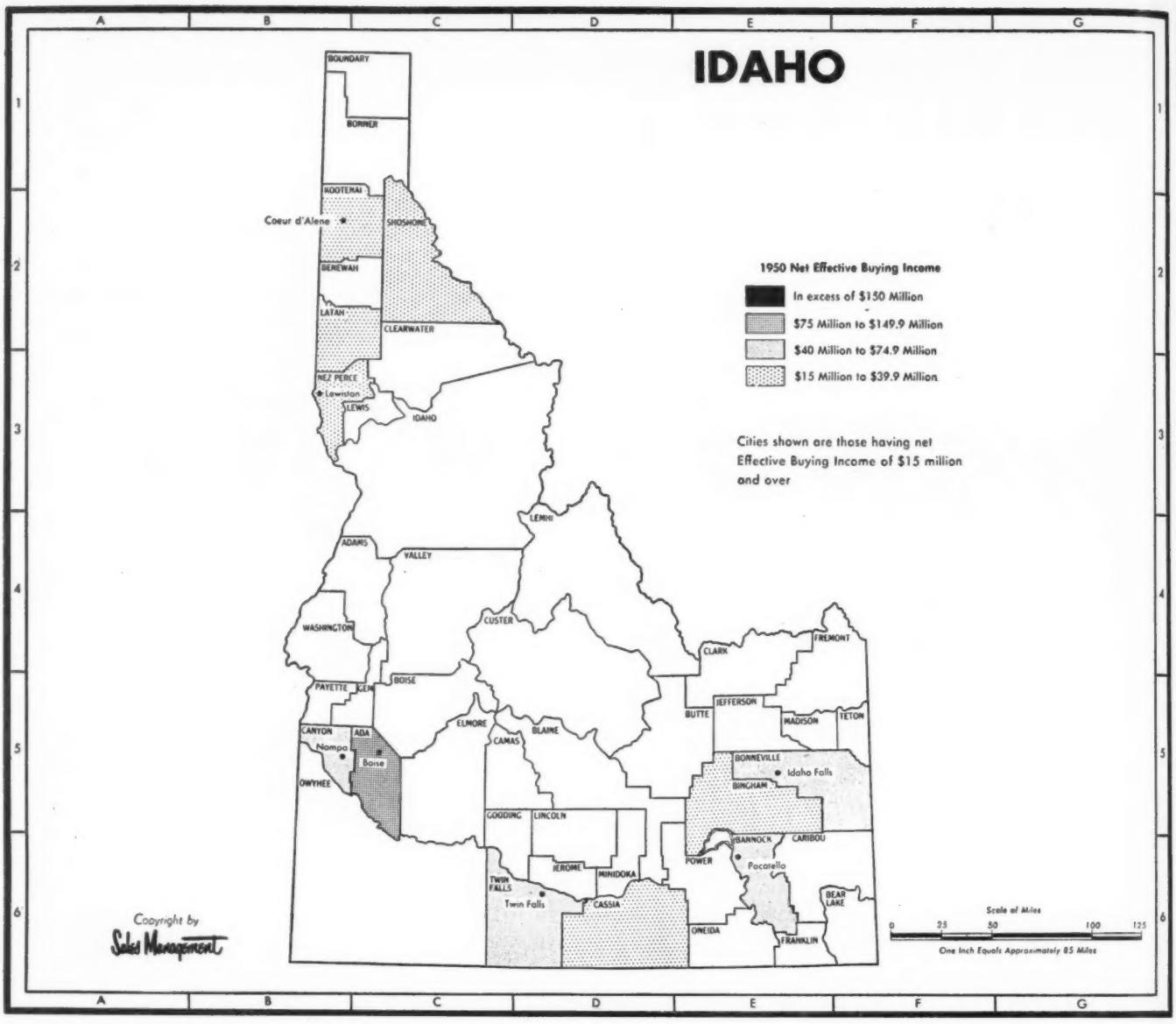
	Day	Night
Retail Sales	$142,000,000	$115,000,000
Buying Power	$160,000,000	$128,000,000
Listening Audience	133,097	106,024

Celebrating our 25th Anniversary with the greatest listening audience ever—serving 21 counties of Eastern Idaho and Western Wyoming.

NOTE: Statistics based on Sales Management 1952 Survey of Buying Power and B M B.

Represented Nationally by Walker Representation Co.

KSEI
POCATELLO, IDAHO
5000 WATTS 930 KC. NBC



IDAHO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ada	C5		74.1	.0477	23.1	90,743	.0600	16,264	14,832	5,366	16,858	2,413		108,464	.0492	1,464	4,695	.0521	109
Boise			36.1	.0233	12.2	76,220	.0504	11,503	14,257	4,716	15,884	2,167	64,784	62,177	.0282	1,722	5,096	.0339	145
Adams	C4		3.4	.0022	1.0	2,264	.0015	859	122	*		76		3,262	.0015	959	3,262	.0016	73
Bannock	E6		42.3	.0273	11.9	45,306	.0300	10,521	4,574	2,979	8,099	1,375		59,298	.0269	1,402	4,983	.0279	102
Pocatello			26.7	.0172	7.7	37,630	.0249	7,741	4,223	2,830	7,217	1,228	13,408	40,736	.0185	1,526	5,290	.0201	117
Bear Lake	F6		6.8	.0044	2.0	6,906	.0045	1,138	446	227	1,559	231		7,611	.0034	1,119	3,806	.0039	89
Benewah	B2		6.1	.0040	1.9	5,313	.0035	1,376	640	97	759	40		5,554	.0026	910	2,923	.0032	80
Bingham	E5		23.8	.0153	6.0	18,819	.0125	3,966	1,704	835	4,090	518		20,485	.0093	861	3,414	.0115	75
Blackfoot			5.3	.0035	1.5	12,355	.0081	2,313	925	577	3,435	342	*	5,477	.0025	1,033	3,651	.0044	126
Blaine	D5		5.4	.0035	1.5	6,254	.0041	1,369	723	215	1,272	154		6,906	.0031	1,279	4,604	.0035	100
Boise	C5		1.8	.0012	.6	1,033	.0007	367	58	*				1,970	.0009	1,094	3,283	.0009	75
Bonner	C1		14.8	.0095	4.6	12,429	.0082	3,173	705	327	2,716	305		13,477	.0061	911	2,930	.0074	78
Bonneville	E5		31.7	.0205	9.0	51,302	.0339	8,590	6,046	2,417	11,590	1,034		42,508	.0193	1,341	4,723	.0239	117
Idaho Falls			20.5	.0132	6.2	49,890	.0330	7,935	4,702	2,311	11,590	1,034	*	29,250	.0132	1,427	4,718	.0191	145
Boundary	B1		6.0	.0039	1.7	6,005	.0040	1,609	391	233	1,209	74		6,937	.0031	1,156	4,081	.0035	90
Butte	E5		3.3	.0021	.9	2,310	.0015	515	152		413	38		3,045	.0014	923	3,383	.0018	78

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

CHEMICAL CAPITAL OF THE WEST

POCATELLO
(POPULATION 26,331)

IDAHO'S SECOND CITY

With more than half of the entire nation's phosphate deposits in the immediate vicinity, Pocatello is now the Heart of a vast and vital new industrial empire. This coupled with other industrial as well as agricultural development pin points Pocatello on the Western horizon . . . a rapidly-growing market in the growing west . . . you simply can't afford to overlook Pocatello . . . Idaho's SECOND city!



IDAHO STATE JOURNAL
Evening and Sunday — Pocatello

Represented by
Gilman, Nicoll & Ruthman

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Camas	C5		1.2	.0008	.3	855	.0006	145	.....	*	.....	35	.....	1,228	.0006	1,022	4,087	.0006	75
Canyon	B5		55.2	.0356	16.2	55,195	.0385	11,000	6,302	2,255	14,640	1,533	.....	69,941	.0317	1,267	4,317	.0339	95
Nampa	.....	.....	16.8	.0108	5.3	27,507	.0182	4,293	3,369	1,271	7,751	749	*	23,148	.0105	1,378	4,368	.0129	119
Caldwell	.....	.....	11.0	.0071	3.6	20,320	.0135	3,571	2,192	792	6,491	627	1,893	14,883	.0068	1,353	4,134	.0089	125
Caribou	E6	.....	6.6	.0043	1.8	5,980	.0040	936	668	*	1,156	36	.....	9,417	.0043	1,427	5,232	.0042	98
Cassia	D6	.....	14.6	.0094	4.0	17,244	.0114	2,906	918	887	3,538	415	.....	17,784	.0080	1,218	4,446	.0093	99
Burley	.....	.....	6.0	.0039	1.9	14,937	.0098	1,949	612	532	3,353	306	*	8,045	.0037	1,341	4,234	.0056	144
Clark	E4	.....	.9	.0006	.3	703	.0004	149	98	.....	239	.....	.....	864	.0004	960	2,880	.0004	67
Clearwater	C2	.....	8.1	.0052	2.3	5,806	.0039	1,271	680	291	1,364	277	.....	8,766	.0040	1,082	3,811	.0042	81
Custer	C4	.....	3.4	.0022	1.1	2,521	.0016	728	122	*	352	72	.....	3,972	.0018	1,168	3,611	.0018	82
Elmore	C5	.....	7.5	.0048	2.2	7,616	.0051	843	1,678	311	1,330	76	.....	8,860	.0040	1,181	4,027	.0045	94
Franklin	E6	.....	9.8	.0063	2.6	8,944	.0059	1,642	896	689	1,842	250	.....	9,765	.0045	996	3,756	.0053	84
Fremont	E4	.....	9.3	.0060	2.5	8,595	.0057	1,684	532	244	1,383	270	.....	10,065	.0045	1,082	4,026	.0052	87
Gem	C5	.....	8.7	.0057	2.6	7,306	.0048	1,812	900	466	1,830	78	.....	11,128	.0051	1,279	4,280	.0051	89
Gooding	C5	.....	11.4	.0073	3.3	12,316	.0081	2,610	959	541	3,532	310	.....	12,898	.0058	1,131	3,908	.0068	93
Idaho	C3	.....	11.4	.0074	3.3	10,255	.0068	1,751	1,216	418	1,644	205	.....	11,918	.0054	1,045	3,612	.0062	84
Jefferson	E5	.....	10.6	.0068	2.7	6,966	.0046	1,614	633	205	820	259	.....	9,261	.0042	874	3,430	.0048	71
Jerome	D6	.....	12.6	.0082	3.4	12,381	.0082	2,640	778	868	2,877	298	.....	13,335	.0061	1,058	3,922	.0072	88

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

To Cover Idaho's Most Outstanding Market

Idaho Falls leads all Idaho cities in per capita retail sales—$2433, two-and-a-half-times the USA average—and its total retail sales are second only to those of Boise. There's a reason. The growing of varied crops, including Idaho's famed Russet Potatoes, large-scale live stock operations and the payroll of the AEC Reactor Testing Station Headquarters give this outstanding market a stable annual income of nearly $60,000,000!

To learn how you can cover the Idaho Falls Market effectively only with the Post-Register ask any of our WARD-GRIFFITH representatives.

. . . . . you need Eastern Idaho's Largest Daily Newspaper . . . .

POST-REGISTER
IDAHO FALLS, IDAHO

KLIX IS KLICKIN' OF MAGIC VALLEY

Twin Falls and Magic Valley, Idaho
1000 WATTS ON 1310
AMERICAN BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
AVERY-KNODEL, INC.
Frank C. McIntyre, V. P. and Gen. Mgr.

In the
FIRST Farm Market
In the
Intermountain WEST

IDAHO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kootenai	B2		25.5	.0164	8.1	22,953	.0152	6,648	1,683	898	4,209	642		30,732	.0139	1,205	3,794	.0148	90
Coeur d'Alene			12.5	.0081	4.1	16,915	.0112	4,396	1,496	898	3,962	281	4,781	16,300	.0073	1,304	3,976	.0086	106
Latah	B2		21.4	.0138	6.2	18,140	.0120	4,069	1,991	772	3,357	586		24,208	.0110	1,131	3,905	.0119	86
Moscow			10.7	.0069	2.8	13,732	.0091	2,718	1,766	599	2,759	323	1,634	14,477	.0066	1,353	5,170	.0074	107
Lemhi	D4		6.4	.0042	2.0	5,754	.0038	1,662	503	255	1,392	117		8,033	.0037	1,255	4,017	.0038	90
Lewis	C3		4.3	.0027	1.2	4,017	.0026	598	125		150	182		5,397	.0024	1,255	4,498	.0025	93
Lincoln	D5		4.3	.0028	1.2	3,138	.0021	709	155	*	380	73		4,284	.0020	996	3,570	.0022	79
Madison	E5		9.1	.0059	2.4	10,298	.0068	1,672	796	872	2,201	254		11,422	.0051	1,255	4,759	.0058	98
Minidoka	D6		9.9	.0064	2.7	8,334	.0055	1,663	550	329	2,218	211		10,349	.0047	1,045	3,833	.0053	83
Nez Perce	B3		23.4	.0151	7.4	36,487	.0242	6,065	4,406	1,693	10,275	914		29,929	.0136	1,279	4,044	.0171	113
Lewiston			13.3	.0086	4.6	34,749	.0230	5,272	4,307	1,693	10,275	914	9,935	20,610	.0094	1,550	4,480	.0133	155
Oneida	E6		4.4	.0028	1.3	4,214	.0027	747	544	106	900	73		5,087	.0023	1,156	3,913	.0025	89
Owyhee	B5		6.5	.0042	1.8	4,368	.0029	1,278	256	213	231	75		5,438	.0025	837	3,021	.0030	71
Payette	B5		12.3	.0080	3.8	9,835	.0065	2,387	749	407	2,223	248		14,993	.0068	1,218	3,943	.0070	88
Power	E6		4.0	.0025	1.1	4,288	.0029	747	55	*	412	37		4,773	.0021	1,193	4,339	.0024	96
Shoshone	C2		23.4	.0151	7.0	22,913	.0151	7,361	2,259	822	4,049	701		31,858	.0144	1,353	4,523	.0148	98
Teton	F5		3.2	.0021	.8	2,289	.0015	468	237	*	555	77		2,914	.0013	911	3,643	.0015	71
Twin Falls	C6		42.0	.0271	12.9	52,657	.0349	7,873	5,434	2,269	12,723	1,250		58,877	.0267	1,402	4,564	.0292	108
Twin Falls			18.0	.0116	5.8	40,925	.0270	5,047	3,673	1,904	11,572	950	12,948	27,677	.0125	1,538	4,772	.0167	144
Valley	C4		4.2	.0027	1.2	4,981	.0032	1,305	125	149	776	96		5,116	.0024	1,218	4,263	.0027	100
Washington	B4		8.6	.0056	2.7	12,128	.0081	1,532	1,953	822	3,134	187		11,850	.0053	1,378	4,389	.0062	111
Weiser			4.0	.0026	2.8	11,043	.0073	1,316	1,562	548	3,134	145	*	6,003	.0027	1,501	2,144	.0040	154
Total Above Cities			180.9	.1168	58.5	356,223	.2355	58,054	43,084	18,671	87,423	9,075	109,383	268,783	.1219	1,486	4,595	.1549	133
State Total			603.7	.3896	176.6	638,161	.4220	128,262	68,594	30,367	134,295	16,075		743,765	.3374	1,232	4,212	.3732	98
Per Capita Sales						1,057		212	114	50	222	27							
Per Family Sales						3,614		726	388	172	670	91							

ILLINOIS — Counties and Cities —

(Other East North Central States: Indiana, p. 283; Michigan, p. 358; Ohio, p. 466; Wisconsin, p. 607.)

Illinois state map—page 268

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alton	Madison	33.3	118	18	26	22	18
Aurora	Kane	51.9	149	13	25	37	18
Belleville	St. Clair	34.0	128	10	26	31	15
Belvedere	Boone	9.6	37	4	6	14	5
Berwyn	Cook	52.4	147	12	20	22	17
Bloomington	McLean	34.6	105	14	31	34	16
Blue Island	Cook	18.0	58	5	6	16	7
Cairo	Alexander	12.1	55	6	14	12	10
Canton	Fulton	12.0	42	8	14	18	6
Carbondale	Jackson	11.1	37	5	10	15	5
Centralia	Marion	13.8	65	7	13	18	6
Champaign	Champaign	41.0	65	8	26	33	16
Charleston	Coles	9.4	40	7	10	15	4
Chicago	Cook	3,654.0	12,907	858	1,874	948	1,602
Chicago Heights	Cook	25.0	94	9	17	20	5
Cicero	Cook	68.2	275	20	33	31	25
Collinsville	Madison	12.3	42	3	7	10	6
Danville	Vermilion	38.4	132	16	30	41	16
De Kalb	De Kalb	12.0	33	9	12	19	5
Decatur	Macon	70.1	196	20	45	56	28
Dixon	Cook	15.4	33	5	10	13	5
Des Plaines	Lee	11.7	39	7	9	15	4
Downers Grove	Du Page	12.7	29	3	6	10	4
East Moline	Rock Island	14.4	32	7	5	8	4
East St. Louis	St. Clair	85.0	362	36	37	37	47

(*Continued on page 270*)

*Withheld to avoid disclosure.

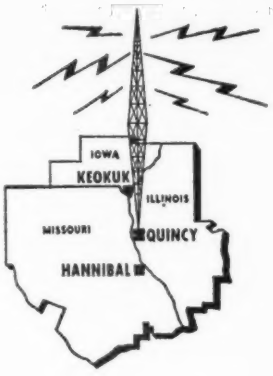
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Before using these figures, see explanation page 15.

NOW...AND EVERY DAY

WTAD QUINCY, ILLINOIS

5000 WATTS *(NON-DIRECTIONAL)* IN A RADIO ACTIVE AREA



HOOPER RADIO AUDIENCE INDEX

CITY ZONE — Total Coincidental Calls This Period 14,468 — SHARE OF RADIO AUDIENCE — CITY: Quincy — Keokuk — Hannibal — MONTHS: December, 1951 — January, 1952

TIME	Radio Sets In Use	WTAD (CBS)	A	B	C	D	E	F	G	H	I	Other AM & FM	Homes Called
MON. THRU FRI. 8:00 A. M. — 12:00 NOON	28.2	63.9	13.1	8.9	3.8	2.9	2.9	1.0	0.4	1.1	0.8	1.3	2,308
MON. THRU FRI. 12:00 NOON — 6:00 P. M.	28.6	53.6	20.3	5.9	6.4	3.6*	3.6	1.3	0.4	1.9	1.8	2.1	3,550
SUNDAY 12:00 NOON — 6:00 P. M.	24.2	39.9	17.8	12.9	2.4	12.6*	4.5	1.0	0.3	4.5	3.1	5.2	1,377
SUN. THRU. SAT. EVE. 6:00 P. M. — 10:30 P. M.	31.7	61.8	10.5	9.5	5.5		4.2	0.7	0.7	2.1	1.7	3.4	7,233

*Adjusted to compensate for the fact that Radio Station "D" signs off at 4:30 P. M. in December and 4:45 P. M. in January.

"Radio sets in Use" is percentage of Total Homes listening to radio. Where listening to program over second radio set is reported, it is reflected in both "Radio Sets in Use" and in individual station "Shares." "Share of Radio Audience" represents proportion of total radio audience listening to a particular station.

GET YOUR SHARE OF THIS RICH MIDWESTERN MARKET by investing your advertising dollars in WTAD

Lee STATIONS

WTAD, Quincy, Illinois

930 KC . . . 5000 Watts Daytime CBS • 1000 Watts Night CBS
affiliated with KGLO, Mason City, Iowa
1300 KC . . . 5000 Watts . . . CBS

For availabilities write or call Walter J. Rothschild, Nat'l Sales Mgr., Lee Stations, Quincy, Ill.

Represented by Weed & Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

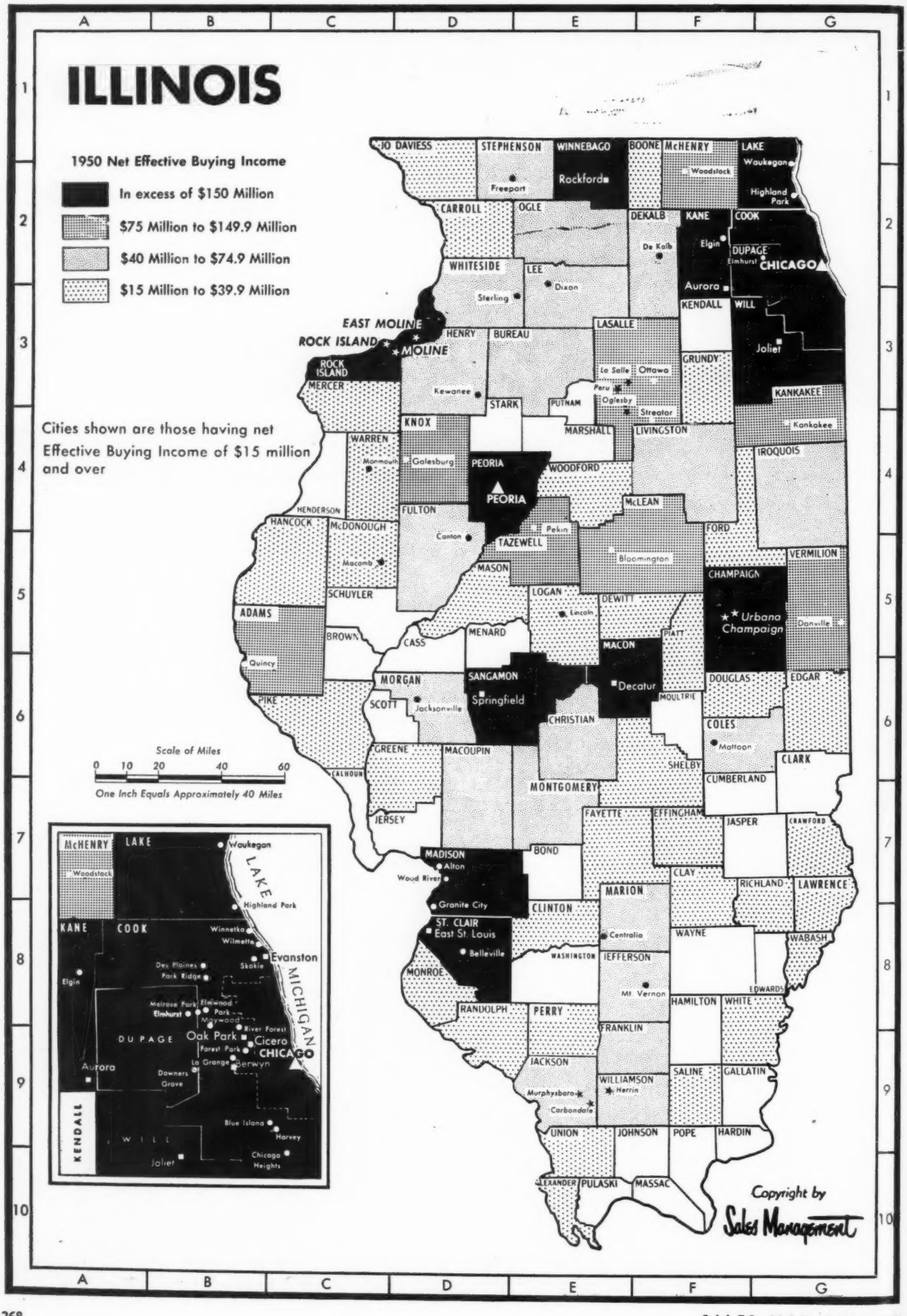
ILLINOIS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	B5		65.3	.0422	20.4	67,237	.0445	14,685	8,219	2,547	11,921	1,929	.....	92,636	.0420	1,419	4,541	.0427	101
Quincy			41.9	.0270	13.6	58,266	.0385	11,851	8,086	2,241	10,039	1,902	28,457	67,330	.0305	1,607	4,951	.0322	119
Alexander	E10		20.1	.0129	6.4	16,660	.0110	3,397	1,592	1,078	3,464	435	.....	25,771	.0117	1,282	4,027	.0116	90
Cairo			12.1	.0079	4.0	13,746	.0091	2,531	1,079	1,078	2,969	396	*	14,899	.0068	1,231	3,725	.0077	97
Bond	E7		14.3	.0093	4.6	12,028	.0079	2,680	751	325	2,054	160	.....	13,932	.0063	974	3,029	.0074	88
Boone	F1		17.4	.0112	5.3	17,729	.0117	4,352	898	484	3,810	358	.....	24,979	.0114	1,436	4,713	.0115	103
Belvidere			9.6	.0062	3.1	14,379	.0095	3,841	513	484	3,810	358	*	12,309	.0056	1,282	3,971	.0069	111
Brown	C5		7.1	.0046	2.4	7,038	.0047	1,190	431	210	1,849	63	.....	6,309	.0028	889	2,629	.0037	80
Bureau	D3		38.1	.0246	11.9	35,665	.0236	7,290	1,393	1,594	6,075	533	.....	50,140	.0228	1,316	4,213	.0234	95
Princeton			5.8	.0037	2.1	13,591	.0090	2,481	573	770	3,056	55	*	11,302	.0051	1,949	5,382	.0060	162
Calhoun	C6		6.8	.0044	2.0	4,232	.0028	892	473	350	803	59	.....	4,647	.0021	683	2,324	.0028	84
Carroll	D2		19.3	.0123	6.2	20,774	.0137	4,547	635	514	3,094	142	.....	26,399	.0120	1,368	4,258	.0128	102
Cass	D5		15.0	.0097	4.7	14,813	.0098	4,028	1,082	467	2,361	421	.....	21,279	.0096	1,419	4,527	.0097	100

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.


ILLINOIS
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
Scale of Miles
0 10 20 40 60
One Inch Equals Approximately 40 Miles
JO DAVIESS
STEPHENSON
WINNEBAGO
BOONE
McHENRY
LAKE
Freeport
Rockford
Woodstock
Waukegan
Highland Park
CARROLL
OGLE
DEKALB
KANE
COOK
De Kalb
Elgin
DUPAGE
Elmhurst
CHICAGO
WHITESIDE
LEE
Dixon
Sterling
Aurora
KENDALL
WILL
EAST MOLINE
ROCK ISLAND
MOLINE
HENRY
BUREAU
LASALLE
Joliet
ROCK ISLAND
La Salle
Ottawa
GRUNDY
MERCER
Kewanee
Peru
Oglesby
Streator
KANKAKEE
STARK
PUTNAM
Kankakee
KNOX
MARSHALL
LIVINGSTON
WARREN
Monmouth
Galesburg
PEORIA
WOODFORD
IROQUOIS
PEORIA
HENDERSON
McLEAN
FULTON
Canton
Pekin
HANCOCK
McDONOUGH
FORD
TAZEWELL
Macomb
Bloomington
VERMILION
MASON
CHAMPAIGN
SCHUYLER
LOGAN
DEWITT
Urbana
Champaign
Lincoln
Danville
ADAMS
BROWN
CASS
MENARD
PIATT
MACON
Quincy
Decatur
MORGAN
SANGAMON
DOUGLAS
EDGAR
PIKE
SCOTT
Jacksonville
Springfield
MOULTRIE
CHRISTIAN
COLES
Mattoon
GREENE
MACOUPIN
CLARK
CALHOUN
SHELBY
CUMBERLAND
MONTGOMERY
JERSEY
FAYETTE
EFFINGHAM
JASPER
CRAWFORD
MADISON
BOND
Alton
Wood River
CLAY
RICHLAND
LAWRENCE
Granite City
MARION
CLINTON
ST. CLAIR
East St. Louis
Centralia
WAYNE
WABASH
Belleville
WASHINGTON
JEFFERSON
MONROE
Mt. Vernon
EDWARDS
HAMILTON
WHITE
RANDOLPH
PERRY
FRANKLIN
JACKSON
SALINE
GALLATIN
Murphysboro
Carbondale
WILLIAMSON
Herrin
UNION
JOHNSON
POPE
HARDIN
EXANDER
PULASKI
MASSAC
Copyright by
Sales Management
McHENRY
LAKE
Waukegan
Woodstock
LAKE
Highland Park
KANE
COOK
Winnetka
Wilmette
Evanston
Des Plaines
Park Ridge
Skokie
Elgin
MICHIGAN
Melrose Park
Elmwood Park
Elmhurst
Maywood
River Forest
DU PAGE
Oak Park
Cicero
Forest Park
CHICAGO
La Grange
Berwyn
Aurora
Downers Grove
KENDALL
WILL
Blue Island
Harvey
Joliet
Chicago Heights

50,000 Calls on grocers made Sure "OPERATION GROCER" is Right



Right in the way it combines powerful radio, grocer-group newspaper, and point-of-purchase activity!

Right in the way it focuses all three of these at a specific time, in behalf of your product!

Right in the way your product benefits from this concentrated advertising-merchandising plan, week after week after week.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically *you* can profit from the advertising-merchandising plan that was *fully tested and proved* all through the summer of 1951 — the advertising-merchandising plan that is now ready . . . and *right* for your grocery-sold product. Call *today* about

"OPERATION GROCER"

originated by the radio station that gave you **FEATURE FOODS**—*Dinner Bell Time*—**SCHOOL TIME**—*and the one and only* **NATIONAL BARN DANCE**—

WLS The PRAIRIE FARMER STATION

1230 WEST WASHINGTON BOULEVARD CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

5 reasons why WGN carries more local food and drug advertising than any other Chicago station

1949 BMB Weekly Daytime Audience

	HOMES
ILLINOIS	1,646,120
WISCONSIN	485,020
INDIANA	331,920
MICHIGAN	262,630
IOWA	104,110

WGN reaches 260,100 more homes one or more times a week than the next station in the daytime

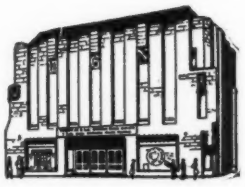
NO MATTER WHAT YOU SELL . . . WGN IS YOUR BASIC BUY IN THE MIDDLE WEST

A Clear Channel Station . . . Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee

Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta—223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

ILLINOIS—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 266)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Edwardsville	Madison	9.1	30	5	6	9	4
Effingham	Effingham	7.0	18	6	5	21	5
Elgin	Kane	44.8	92	13	27	26	18
Elmhurst	Du Page	22.5	40	7	11	14	6
Elmwood Park	Cook	19.2	39	4	4	8	6
Evanston	Cook	74.8	151	17	65	36	32
Fairfield	Wayne	5.6	34	2	4	14	4
Forest Park	Cook	15.3	48	5	11	5	6
Freeport	Stephenson	22.8	78	11	21	25	6
Galesburg	Knox	32.0	104	16	27	27	11
Granite City	Madison	30.1	107	12	13	28	9
Harrisburg	Saline	11.1	47	5	14	19	5
Harvey	Cook	21.0	62	6	16	10	8
Herrin	Williamson	9.5	49	5	8	14	5
Highland Park	Lake	18.0	34	5	13	14	5
Jacksonville	Morgan	20.6	54	10	12	24	7
Joliet	Will	55.1	213	16	32	44	25
Kankakee	Kankakee	26.9	82	9	20	30	12
Kewanee	Henry	17.2	53	11	7	23	6
La Grange	Cook	12.3	29	6	12	12	6
La Salle	La Salle	12.2	58	5	17	13	6
Lincoln	Logan	14.6	54	6	15	22	6
Macomb	McDonough	10.8	34	9	14	14	4
Marion	Williamson	10.7	44	5	13	20	4
Mattoon	Coles	18.4	75	11	16	29	9
Maywood	Cook	28.1	64	6	18	11	9
Melrose Park	Cook	13.5	28	5	7	2	4
Moline	Rock Island	38.5	108	18	24	28	16
Monmouth	Warren	10.3	32	8	9	18	5
Morris	Grundy	7.0	34	6	7	14	5
Mount Carmel	Wabash	8.9	29	2	9	20	4
Mount Vernon	Jefferson	15.9	76	8	19	18	9
Murphysboro	Jackson	8.5	44	4	12	10	4
Oak Park	Cook	64.0	146	13	41	32	34
Olney	Richland	8.6	34	5	9	21	4
Ottawa	La Salle	17.2	66	9	17	22	8
Paris	Edgar	9.9	46	7	9	17	5
Park Ridge	Cook	16.9	33	2	8	11	5
Pekin	Tazewell	22.8	72	8	7	26	2
Peoria	Peoria	114.6	335	33	71	75	49
Pontiac	Livingston	9.1	33	4	11	14	5
Princeton	Bureau	5.8	23	8	14	17	2
Quincy	Adams	41.9	140	12	22	35	15
River Forest	Cook	11.3	11	3	4	1	1
Rock Island	Rock Island	50.1	144	12	18	39	19
Rockford	Winnebago	96.2	331	21	55	67	47
Salem	Marion	6.2	29	3	8	9	4
Skokie	Cook	15.1	25	2	3	4	3
Springfield	Sangamon	82.7	267	20	47	64	37
Sterling	Whiteside	13.2	40	7	8	13	5
Streator	La Salle	16.7	67	8	13	22	5
Taylorville	Christian	9.2	31	8	13	13	5
Urbana	Champaign	24.5	39	3	9	8	6
Watseka	Iroquois	4.3	12	4	4	11	3
Waukegan	Lake	41.4	100	11	22	26	18
West Frankfurt	Franklin	11.6	60	9	19	12	6
Wilmette	Cook	18.7	38	3	11	7	6
Winnetka	Cook	12.9	24	3	25	6	7
Wood River	Madison	10.4	39	4	6	11	4
Woodstock	McHenry	7.6	26	3	8	9	3

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Before using these figures, see explanation page 15.

GARY *Metropolis of Indiana Industry Second City In The State*

Only THE GARY POST-TRIBUNE covers this market effectively

Employment in this area above peak levels during world war II. Steel industry expansions, and enlargement of the plants of THE BUDD COMPANY, THE ANDERSON COMPANY, and GARY SCREW & BOLT WORKS, and construction of the new Gary plant of THE TAYLOR FORGE & PIPE CORPORATION creating more job opportunities than local labor market can fill, so workers recruited from other areas are arriving with their families, further increasing the population and buying power.

THE GARY POST-TRIBUNE

Gary's only newspaper

is the only medium you can be sure will deliver your advertising with sales producing impact in the Gary Trading Area. More than twice the effective family coverage of all Chicago daily newspapers combined in this area. Over 95% coverage in city and city zone. Better than 80% for entire trading area.

Market Highlights

Home of the world's largest steel mills. Third largest steel producing center in nation.

Principal shopping center for Lake and Porter counties. Populations total in excess of 400,000. Total households 113,276. (U. S. Census 1950) These counties offer a $713,619,000 market. (Sales Management 1952 Survey of Buying Power)

Population of Gary 133,911. Of city and city zone 166,738. Total for retail trading area 220,603. (U. S. Census 1950)

Net buying income per family in Gary above average for state and nation. Highest for Lake and Porter counties. (Sales Management)

National Representatives:

BURKE KUIPERS & MAHONEY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Champaign	F5		112.8	.0728	29.0	107,696	.0712	20,868	12,296	3,900	20,826	3,691		200,588	.0910	1,778	6,917	.0814	112
Champaign-Urbana			*65.5*	*.0423*	*16.9*	*85,219*	*.0564*	*15,986*	*11,762*	*3,750*	*15,869*	*3,354*	*22,994*	*131,147*	*.0595*	*2,002*	*7,760*	*.0551*	*130*
Champaign			41.0	.0265	10.4	67,201	.0444	9,521	9,534	3,217	15,227	2,492	21,650	83,406	.0379	2,034	8,020	.0376	142
Urbana			24.5	.0158	6.5	18,018	.0120	6,465	2,228	533	642	862	1,344	47,741	.0216	1,949	7,345	.0175	111
Christian	E6		39.3	.0254	12.4	40,266	.0267	9,556	2,001	1,805	9,083	836		51,053	.0232	1,299	4,117	.0247	97
Taylorville			9.2	.0059	3.1	19,109	.0126	4,228	1,372	1,089	5,559	451	1,566	13,527	.0062	1,470	4,364	.0080	136
Clark	G6		17.3	.0111	5.8	15,081	.0099	3,022	474	761	2,501	251		15,977	.0072	924	2,755	.0088	79
Clay	F7		17.7	.0115	5.6	13,428	.0089	2,340	1,713	470	3,143	257		17,844	.0081	1,008	3,186	.0090	78
Clinton	E8		23.1	.0149	6.6	15,676	.0104	3,715	996	1,291	2,410	171		21,333	.0097	924	3,232	.0110	74
1Centralia																			
Coles	F8		41.4	.0267	13.2	46,430	.0307	9,272	4,350	2,003	11,861	982		67,929	.0308	1,641	5,146	.0300	112
Mattoon			18.4	.0119	5.8	28,467	.0188	5,572	3,418	1,237	8,123	640	11,964	27,367	.0124	1,487	4,718	.0142	119
Charleston			9.4	.0061	3.1	12,624	.0084	2,765	823	620	3,362	274	*	15,424	.0070	1,641	4,975	.0072	118
Cook	F2	28	4,601.8	2.9704	1,388.5	5,583,581	3.6920	1,169,424	1,169,510	255,682	768,080	168,787		8,967,124	4.0684	1,949	6,456	3.7359	126

1 Centralia is in Clinton and Marion Counties.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Chicago			3,654.0	2.3587	1,118.9	4,778,924	3.1599	955,333	1,099,530	225,535	603,554	144,685	5,411,882	7,058,346	3.2023	1,932	6,308	3.0208	128
Evanston			74.8	.0483	21.3	116,454	.0770	23,983	19,838	6,628	27,950	3,791	53,372	168,782	.0766	2,256	7,924	.0710	147
Oak Park			64.0	.0413	20.6	110,452	.0730	22,799	17,499	5,475	34,810	3,311	5,624	137,846	.0625	2,154	6,692	.0614	149
Cicero			68.2	.0440	21.2	68,474	.0453	17,721	1,177	3,031	18,977	1,970	22,813	135,273	.0614	1,983	6,381	.0531	121
Berwyn			52.4	.0338	16.6	43,534	.0288	12,999	2,537	2,076	10,736	1,458	12,090	106,597	.0484	2,034	6,422	.0396	117
Cbicago Heights			25.0	.0162	7.2	31,666	.0209	9,725	4,027	1,382	5,409	314	6,519	37,184	.0168	1,487	5,164	.0179	110
La Grange			12.3	.0079	3.6	27,075	.0179	5,362	3,453	1,065	6,712	1,075	*	25,867	.0118	2,103	7,185	.0128	162
Harvey			21.0	.0136	6.2	23,639	.0157	7,639	1,680	912	4,439	1,023	1,011	37,343	.0169	1,778	6,023	.0159	117
Blue Island			18.0	.0116	5.3	23,386	.0154	6,819	2,392	335	6,322	613	7,273	34,466	.0157	1,915	6,503	.0148	128
Maywood			28.1	.0181	8.2	22,779	.0151	7,271	287	1,013	7,389	657	4,584	55,735	.0253	1,983	6,797	.0208	115
Winnetka			12.9	.0083	3.5	21,958	.0145	4,589	814	1,098	4,343	930	*	33,966	.0154	2,633	9,705	.0137	165
River Forest			11.3	.0073	2.9	21,918	.0145	7,319	343	520	605	84	*	29,551	.0134	2,615	10,190	.0125	171
Des Plaines			15.4	.0100	4.5	16,836	.0111	5,855	761	489	3,696	645	9,296	28,966	.0131	1,881	6,437	.0119	119
Park Ridge			16.9	.0109	5.0	16,818	.0112	4,415	229	631	7,388	623	824	35,827	.0163	2,120	7,165	.0137	126
Wilmette			18.7	.0121	5.0	16,292	.0107	6,050	339	1,106	3,479	956	1,761	45,400	.0206	2,428	9,080	.0159	131
Elmwood Park			19.2	.0123	5.5	15,015	.0100	3,754	1,597	360	2,290	505	326	39,708	.0180	2,068	7,220	.0144	117
Melrose Park			13.5	.0088	3.8	14,701	.0097	4,415	856	656	1,210	683	5,970	23,079	.0105	1,710	6,073	.0099	113
Forest Park			15.3	.0098	4.9	14,400	.0095	4,096	194	1,129	769	319	4,097	30,347	.0137	1,983	6,193	.0116	118
Skokie			15.1	.0098	4.4	12,094	.0080	3,264	229	129	1,048	274	10,504	30,717	.0140	2,034	6,981	.0113	115
2Elgin																			
Crawford	G7		21.4	.0139	7.1	18,427	.0122	4,271	725	832	4,243	397	.....	24,880	.0113	1,163	3,504	.0121	87
Cumberland	F6		10.5	.0067	3.4	5,089	.0033	1,270	398	411	854	95	.....	7,364	.0033	701	2,166	.0040	60
De Kalb	F2		42.0	.0271	12.4	48,388	.0320	9,865	3,048	2,430	12,205	1,438	.....	67,490	.0306	1,607	5,443	.0303	112
De Kalb			12.0	.0077	3.4	22,579	.0149	4,911	2,545	1,006	6,688	764	*	19,283	.0087	1,607	5,671	.0103	134
De Witt	E5		16.9	.0110	5.7	18,082	.0120	3,911	900	790	3,705	372	.....	22,830	.0104	1,351	4,005	.0110	100
Douglas	F6		16.8	.0108	5.4	16,479	.0109	4,154	701	698	3,998	326	.....	22,978	.0104	1,368	4,255	.0106	98
Du Page	F2	28	163.6	.1056	46.3	125,180	.0827	38,410	4,048	3,698	26,505	4,096	.....	324,498	.1473	1,983	7,009	.1196	113
Elmhurst			22.5	.0146	6.5	22,732	.0151	6,559	1,777	926	6,327	719	1,403	46,153	.0209	2,051	7,100	.0179	123
Downers Grove			12.7	.0082	3.7	15,957	.0105	5,553	399	421	3,781	421	1,394	25,406	.0116	2,000	6,866	.0106	129
Edgar	G6		24.0	.0155	7.7	23,287	.0154	5,049	1,758	637	4,849	784	.....	30,772	.0139	1,282	3,996	.0147	95
Paris			9.9	.0063	3.4	16,358	.0108	3,451	1,603	551	3,568	650	*	14,044	.0063	1,419	4,131	.0076	121
Edwards	G8		9.1	.0059	2.9	7,517	.0050	1,196	422	187	2,377	93	.....	8,404	.0038	924	2,898	.0046	78
Effingham	F7		21.9	.0141	6.5	25,667	.0170	4,498	1,340	874	7,399	360	.....	31,068	.0141	1,419	4,780	.0150	106
Effingham			7.0	.0046	2.2	16,303	.0108	2,734	715	615	5,235	272	*	12,448	.0057	1,778	5,658	.0070	152
Fayette	E7		24.4	.0158	7.5	19,378	.0128	3,700	1,274	851	5,010	374	.....	32,110	.0146	1,316	4,281	.0143	91
Ford	F4		16.2	.0104	5.1	17,450	.0115	3,808	757	268	4,117	402	.....	22,433	.0102	1,385	4,399	.0106	102
Franklin	E8		48.6	.0314	16.3	36,485	.0242	10,932	3,200	2,806	6,491	912	.....	57,325	.0260	1,180	3,517	.0265	84
West Frankfurt			11.6	.0075	3.9	14,218	.0094	4,036	1,426	1,455	2,821	360	3,887	14,873	.0067	1,282	3,814	.0077	103
Fulton	D4		44.2	.0285	14.5	37,978	.0251	10,348	2,594	1,962	7,915	964	.....	55,922	.0254	1,265	3,857	.0259	91
Canton			12.0	.0077	4.2	20,343	.0135	5,277	1,897	1,167	4,342	561	3,903	18,673	.0085	1,556	4,446	.0098	127
Gallatin	F9		9.8	.0063	3.0	6,798	.0045	1,466	347	269	954	104	.....	7,371	.0033	752	2,457	.0043	68
Greene	C6		18.9	.0122	6.0	14,636	.0096	4,266	221	592	3,011	337	.....	17,115	.0078	906	2,853	.0092	75
Grundy	F3		19.6	.0127	6.1	18,851	.0125	5,047	734	845	4,299	328	.....	23,118	.0104	1,179	3,790	.0115	91
Morris			7.0	.0045	2.2	11,196	.0074	2,977	415	495	2,395	272	745	10,293	.0046	1,470	4,679	.0054	120
Hamilton	F8		12.2	.0079	3.9	6,205	.0041	1,399	739	241	1,181	194	.....	6,673	.0031	547	1,711	.0044	56
Hancock	C4		26.0	.0168	8.5	20,286	.0134	4,663	765	941	2,815	398	.....	28,880	.0131	1,111	3,398	.0139	83
Hardin	F9		7.6	.0049	2.1	3,488	.0023	1,192	165	171	996	103	.....	4,551	.0020	599	2,167	.0027	55
Henderson	C4		8.5	.0054	2.7	5,883	.0039	1,348	99	96	408	60	.....	9,442	.0043	1,111	3,497	.0044	81
Henry	D3		47.2	.0305	15.0	49,769	.0329	10,775	4,678	2,062	9,921	1,147	.....	65,361	.0297	1,385	4,357	.0308	101
Kewanee			17.2	.0111	5.6	23,352	.0154	5,710	3,469	1,192	5,251	775	6,562	26,457	.0120	1,538	4,724	.0128	115
Iroquois	G4		32.7	.0211	10.2	32,287	.0214	6,852	1,446	651	5,227	557	.....	44,173	.0200	1,351	4,331	.0206	98
Watseka			4.3	.0028	1.4	11,009	.0073	2,149	709	324	2,418	251	*	7,720	.0035	1,795	5,514	.0045	161
Jackson	E9		38.6	.0249	11.9	32,507	.0215	7,117	1,634	2,001	9,067	691	.....	50,144	.0228	1,299	4,214	.0228	92
Carbondale-Herrin-Murphysboro			*29.1*	*.0188*	*9.4*	*41,138*	*.0272*	*8,807*	*1,906*	*2,676*	*9,611*	*934*	*8,245*	*43,670*	*.0199*	*1,501*	*4,646*	*.0218*	*116*
Carbondale			11.1	.0072	3.2	14,649	.0097	2,959	508	839	5,443	411	1,675	19,540	.0089	1,760	6,106	.0088	122
Murphysboro			8.5	.0055	2.9	13,201	.0087	2,614	599	1,130	324	240	4,566	11,627	.0053	1,368	4,009	.0063	115
Jasper	F7		12.3	.0080	3.9	7,744	.0051	1,663	329	202	1,689	56	.....	10,097	.0046	821	2,589	.0054	68
Jefferson	E8		36.4	.0235	11.7	31,706	.0210	6,196	4,054	1,942	7,585	637	.....	44,167	.0200	1,213	3,775	.0210	89
Mount Vernon			15.9	.0102	5.4	26,510	.0175	5,112	2,941	1,756	7,087	637	*	21,193	.0096	1,333	3,925	.0121	119
Jersey	C7		15.6	.0100	4.6	10,768	.0071	2,588	371	502	2,027	325	.....	14,938	.0068	957	3,247	.0075	75
Jo Daviess	D1		21.9	.0142	6.5	18,586	.0123	4,333	410	681	1,331	383	.....	22,471	.0102	1,026	3,457	.0116	82
Johnson	E9		8.6	.0055	2.7	4,064	.0027	998	493	223	691	62	.....	5,732	.0026	667	2,123	.0032	58
Kane	F2	28	154.2	.0996	44.3	193,930	.1282	46,460	24,860	8,106	38,409	5,640	.....	274,207	.1244	1,778	6,190	.1206	121
Aurora			51.9	.0335	15.8	82,469	.0546	18,610	11,365	3,873	19,779	2,623	32,725	99,376	.0451	1,915	6,290	.0456	136
2Elgin			44.8	.0289	12.3	63,104	.0417	14,450	11,386	2,535	12,049	1,806	19,398	85,021	.0386	1,898	6,912	.0376	130

2 Elgin is in Cook and Kane Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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In Chicago, it takes 2– to blanket more than half the market

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

**See the Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.*



CHICAGO
SUN-TIMES

CONCENTRATED WHERE MOST OF THE BUYING IS DONE

211 W. Wacker Drive, Chicago 6 — 250 Park Avenue, New York 17

TOTAL CIRCULATION, 586,970 AVERAGE NET PAID DAILY (ABC PUBLISHER'S STATEMENT FOR 6 MONTHS ENDING SEPTEMBER 30, 1951)

Women Respond



d to Service...



. . . and Service means Sales!

The most useful service is timed to fit current needs and designed to be of practical help. To a housewife, there's nothing more timely, more useful, than help in the solution of her household problems.

That's why Herald-American home service features fill such an important role in the planning of household operations for well over a half-million families. They're designed to meet today's needs in a practical, workable way.

The spontaneous response from Chicago's homemakers to a stimulating Herald-American series, "How to Modernize without Remodeling", reveals the alertness with which Herald-American home service features are followed by Chicago's housewives.

The series presented new, workable ways of putting home furnishings and accessories to work in overcoming structural defects, without expensive remodeling. It was written at the household level, by experts who knew everyday household problems.

Home furnishings described and pictured in the Herald-American's popular Today's Home feature are always currently available, and are presented with full information as to where and at what price they may be purchased. House Doctor, another special Herald-American service feature answering decorating questions of individual readers, is the only decorating service of its kind in Chicago, supplying answers to hundreds of questions each month.

Home service features are a most important part of the Herald-American and are among the reasons for the high regard the Herald-American has earned among Chicago's homemakers.

Service means sales. The newspaper which serves its readers best, best serves its advertisers. The enthusiastic response of Chicago women to Herald-American service features offers advertisers an important plus when their message goes home in Chicago's No. 1 home service newspaper. It's proof, again, that, if what you sell goes into the home, your advertising belongs in the

Chicago Herald-American

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

Population *climbs*
Buying Power *soars*
Retail Sales *double*

in Lake County



Look at these gains in Lake County, Illinois from 1940 to 1951:

Retail Sales: 281%; $176,945,000.
Food Sales: 276%; $47,085,000.
Population: 57%; 189,600.
Buying Power: 312%;$327,336,000.

This rich, responsive market covered only by

The Waukegan News-Sun

Represented Nationally by Burke, Kuipers & Mahoney

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kankakee	G3		76.0	.0490	18.9	79,258	.0524	15,558	9,293	3,030	22,231	1,977		119,551	.0542	1,573	6,325	.0526	107
Kankakee			26.9	.0174	8.4	57,587	.0381	10,140	8,653	2,730	18,110	1,475	17,427	45,075	.0204	1,676	5,366	.0251	144
Kendall	F3		12.3	.0080	3.7	10,053	.0066	2,860	285	377	1,355	176		13,663	.0062	1,111	3,693	.0067	84
Knox	D4		55.2	.0356	17.5	64,895	.0429	14,022	8,226	2,860	12,330	1,810		84,907	.0385	1,538	4,852	.0392	110
Galesburg			32.0	.0207	10.4	50,636	.0335	9,980	7,973	2,508	9,752	1,669	23,158	51,963	.0236	1,624	4,996	.0260	126
Lake	F1	28	189.6	.1224	50.7	176,945	.1170	47,085	13,949	6,497	32,828	5,008		327,336	.1485	1,726	6,456	.1338	109
Waukegan			41.4	.0267	12.1	63,239	.0418	13,242	9,911	2,885	13,403	1,681	21,606	73,620	.0334	1,778	6,084	.0346	130
Highland Park			18.0	.0116	5.0	25,768	.0170	8,100	1,661	770	7,786	743	*	39,379	.0178	2,188	7,876	.0163	141
La Salle	E3		101.9	.0658	30.9	116,060	.0768	29,812	9,556	6,662	19,780	2,989		160,293	.0728	1,573	5,187	.0726	110
La Salle-Peru-Oglesby			*25.0*	*.0161*	*7.0*	*33,312*	*.0220*	*8,539*	*2,122*	*2,719*	*5,635*	*800*	*	*39,525*	*.0179*	*1,581*	*5,646*	*.0188*	*117*
3Streator			16.7	.0108	5.0	27,268	.0180	7,390	3,354	1,565	5,258	598	*	26,552	.0121	1,590	5,310	.0136	126
Ottawa			17.2	.0111	5.3	27,230	.0180	6,697	3,357	1,570	4,866	1,075	3,968	27,348	.0124	1,590	5,160	.0138	124
La Salle			12.2	.0079	3.7	21,814	.0145	4,875	1,607	2,184	3,992	586	2,885	19,191	.0087	1,573	5,187	.0103	130
Lawrence	G7		20.7	.0133	6.4	15,981	.0106	3,791	846	597	3,154	396		24,065	.0109	1,163	3,760	.0113	85
Lee	E2		37.0	.0239	9.8	32,598	.0215	7,486	2,963	1,543	5,670	719		51,236	.0232	1,385	5,228	.0228	95
Dixon			11.7	.0075	3.8	21,183	.0140	5,102	2,702	1,071	4,094	570	8,709	19,197	.0087	1,641	5,052	.0100	133
Livingston	F4		38.1	.0246	11.2	35,096	.0232	7,312	1,737	1,170	7,129	657		48,850	.0222	1,282	4,362	.0230	93
Pontiac			9.1	.0059	2.8	13,687	.0090	2,847	923	751	2,635	359	1,996	14,315	.0065	1,573	5,113	.0071	120
3Streator																			
Logan	E5		31.1	.0201	8.3	27,527	.0182	5,777	1,800	1,442	5,148	508		41,455	.0188	1,333	4,995	.0189	94
Lincoln			14.6	.0094	3.6	18,900	.0125	3,742	1,672	1,156	4,366	403	2,757	18,966	.0086	1,299	5,268	.0099	105

3 Streator is in La Salle and Livingston Counties.
*Withheld to avoid disclosure.

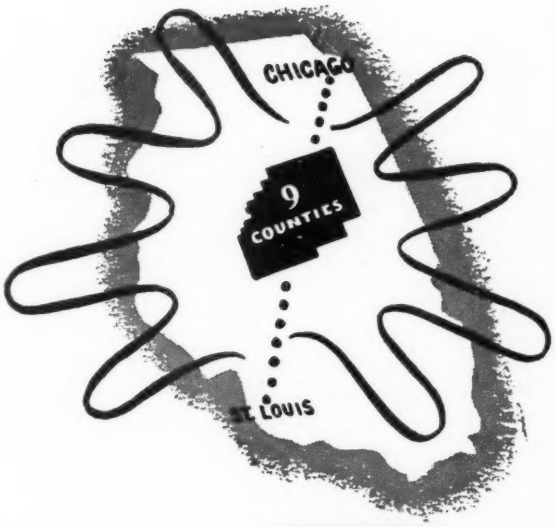
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The Only Way to Cover Illinois'

7th LARGEST MARKET (CHICAGO EXCLUDED) IS WITH ILLINOIS' 2nd LARGEST EVENING NEWSPAPER (CHICAGO EXCLUDED)

THE DAILY PANTAGRAPH



they come to town from miles around to buy products advertised in...

the Pantagraph

BLOOMINGTON, ILLINOIS

Central Illinois' Home Newspaper Since 1846

Represented by Gilman, Nicoll & Ruthman

Bloomington is at the heart of Illinois' richest agricultural and industrial "downstate" area. And though it ranks 8th in population among Illinois cities between 25,000 and 50,000, it is the only one in that group to equal or exceed its rank on *all* market factors. Let Illinois' 2nd largest newspaper tell your sales story to this great potential 7th market. (Chicago excluded.)

In comparison with all Illinois cities with populations between 25,000 and 50,000, Bloomington ranks—

5th in Food Sales
4th in Total Retail Sales
4th in Automotive Sales
3th in Furniture—Household—Radio Sales
2nd in Per Family Effective Buying Income
1st in Per Capita Effective Buying Income

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
McDonough	C4		28.7	.0185	9.1	31,801	.0210	6,556	3,369	1,395	7,042	613	.....	42,201	.0192	1,470	4,637	.0196	106
Macomb			10.8	.0070	3.4	18,577	.0123	3,567	2,721	851	3,619	491	2,751	21,422	.0097	1,984	6,301	.0099	141
McHenry	F1		52.9	.0342	15.9	57,270	.0379	12,896	2,197	1,808	8,827	1,489	.....	105,821	.0480	2,000	6,655	.0422	123
Woodstock			7.6	.0049	2.5	12,915	.0085	3,320	1,286	708	1,992	289	1,788	17,149	.0078	2,256	6,860	.0074	151
McLean	F4		77.7	.0501	23.6	86,205	.0570	17,113	9,156	3,880	16,192	2,393	.....	128,883	.0584	1,659	5,461	.0563	112
Bloomington			34.6	.0223	11.0	61,915	.0410	11,975	7,849	3,487	12,837	1,858	*	72,178	.0328	2,086	6,562	.0331	148

*Withheld to avoid disclosure.

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Metropolitan
PEORIA
250,000
POPULATION

...$459 MILLION*
Effective Buying Income

"BEST TEST MARKET
in The Midwest,"
. . . say Agency and
Advertising Executives
in Sales Mgm't. Surveys.

Sell Metropolitan Peoria
And 11 Contiguous Counties
At One Low Cost

*Sales Management
Survey Estimate
Metro. Peoria

Thru The

PEORIA JOURNAL STAR
Daily Circulation Exceeds 100,000
Nat'l. Reps., WARD-GRIFFITH CO., INC.

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Macon	E5	38	103.5	.0668	32.1	117,130	.0775	25,086	16,960	6,178	23,852	2,621	.....	168,068	.0763	1,624	5,236	.0748	112
▲Decatur	.....	.....	70.1	.0453	22.2	102,468	.0677	21,733	16,849	5,753	22,193	2,621	80,565	122,212	.0554	1,743	5,505	.0571	126
Macoupin	D6	.....	44.1	.0285	14.5	35,588	.0235	9,693	1,404	1,415	7,288	783	.....	45,998	.0209	1,043	3,172	.0232	81
Madison	D7	121	187.9	.1213	56.8	161,843	.1070	46,046	9,883	9,078	34,280	4,290	.....	257,013	.1166	1,368	4,525	.1147	95
Alton	.....	.....	33.3	.0215	10.4	52,207	.0346	12,137	5,410	4,708	12,309	1,390	*	48,965	.0222	1,470	4,708	.0258	120
Granite City	.....	.....	30.1	.0194	9.1	26,676	.0176	8,010	1,663	1,275	8,099	751	3,624	37,064	.0168	1,231	4,073	.0175	90
Edwardsville	.....	.....	9.1	.0059	2.8	15,455	.0102	3,240	817	714	3,816	602	3,933	15,557	.0071	1,710	5,556	.0078	132
4Collinsville	.....	.....	12.3	.0079	4.0	13,109	.0087	3,796	457	831	2,869	325	*	16,616	.0075	1,351	4,154	.0079	100
Wood River	.....	.....	10.4	.0067	3.2	13,444	.0089	4,047	155	551	3,014	466	*	17,779	.0081	1,710	5,556	.0081	121
Marion	E7	.....	41.6	.0268	13.3	45,347	.0300	9,889	3,486	2,111	12,499	1,275	.....	61,874	.0280	1,487	4,652	.0284	106
1Centralia	.....	.....	13.8	.0089	4.7	25,425	.0168	4,447	2,524	1,242	7,517	767	14,868	21,226	.0097	1,538	4,516	.0017	131
Salem	.....	.....	6.2	.0040	2.0	10,467	.0069	2,760	374	767	3,093	361	6,674	10,494	.0047	1,693	5,247	.0052	130
Marshall	E4	.....	13.1	.0085	4.1	11,628	.0077	3,072	702	241	2,139	191	.....	15,674	.0071	1,196	3,823	.0076	89
Mason	D5	.....	15.5	.0100	5.1	16,382	.0108	3,568	541	441	2,726	422	.....	17,496	.0080	1,129	3,431	.0092	92
Massac	F10	.....	13.6	.0088	4.4	8,349	.0055	1,964	401	457	1,866	310	.....	9,294	.0042	683	2,112	.0055	63
Menard	D5	.....	9.6	.0062	3.1	7,265	.0048	1,655	376	399	1,818	149	.....	10,502	.0048	1,094	3,388	.0051	82
Mercer	C3	.....	17.5	.0113	5.4	14,963	.0099	3,206	588	363	2,422	286	.....	18,549	.0084	1,060	3,435	.0094	83
Monroe	D8	.....	13.5	.0087	4.1	10,984	.0073	2,087	1,135	287	2,218	132	.....	17,538	.0079	1,299	4,278	.0079	91
Montgomery	E7	.....	32.5	.0210	10.8	30,284	.0200	7,288	995	1,421	7,415	551	.....	48,889	.0222	1,504	4,527	.0213	101
Morgan	D6	.....	35.9	.0231	9.9	37,588	.0249	6,899	4,227	1,267	9,574	787	.....	48,497	.0220	1,351	4,899	.0231	100
Jacksonville	.....	.....	20.6	.0133	5.2	30,956	.0205	4,968	4,106	1,087	8,579	724	7,964	30,640	.0139	1,487	5,892	.0157	118
Moultrie	F6	.....	13.3	.0086	4.1	10,164	.0067	1,997	239	320	2,078	148	.....	12,957	.0059	974	3,160	.0067	78
Ogle	E2	.....	34.0	.0220	10.7	31,647	.0209	8,223	1,149	1,129	5,250	676	.....	47,082	.0214	1,385	4,400	.0214	97
Peoria	D4	102	178.7	.1153	53.7	203,796	.1348	46,714	34,452	12,726	35,561	5,691	.....	345,190	.1566	1,932	6,428	.1418	123
▲Peoria	.....	.....	114.6	.0740	35.2	176,331	.1166	38,028	33,697	12,398	32,311	5,326	131,886	231,189	.1049	2,017	6,568	.1022	138

1 Centralia is in Clinton and Marion Counties.
4 Collinsville is in Madison and St. Clair Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
© SM, 1952.

Don't be content with HALF the market!

WMBD



The Peoriarea market is a blended market with closely integrated rural and urban features. The rich industrial area is completely surrounded by, and melded with equally rich and productive farm-lands.

WMBD has helped in the growth of this market by creating a demand for advertised goods and services. WMBD completely covers this vast Peoriarea and has grown with it.

When you buy WMBD you get both the rural AND urban market. WMBD the outstanding station in an outstanding market.

Population	580,000
Food Sales	$132,735,000
Drug Sales	13,275,000
General Merchandise Sales	61,538,000
Effective Buying Income (net)	$888,580,000
Per Family Income	6,568*
Per Capita Income	2,017*

(* Peoria City only)

(Source: SALES MANAGEMENT Prelim. 1952 estimates)

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network

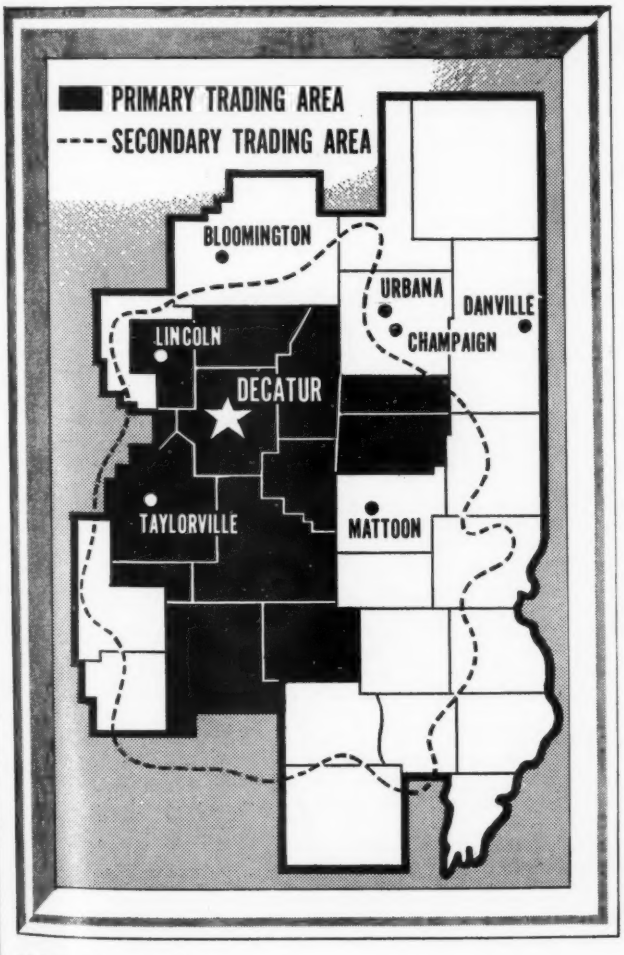
5000 Watts

CHARLES C. CALEY, President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters





WDZ WITH 1000 WATTS

is the ONLY Decatur Station to reach the ENTIRE Decatur, Illinois TRADING AREA (as shown by BMB)

Market Facts On WDZ 28-County BMB Coverage Area

*Population	897,700
*Retail Sales	$ 872,919,000
*Food Sales	184,691,000
*Drug Sales	21,267,000
*Effective Buying Income	1,256,008,000
*Per Family Income	3,963
†BMB WDZ Daytime	73,540

WDZ IS THE SALES WAY TO THIS BILLION DOLLAR MARKET

YOUR ADVERTISING DOLLARS DO DOUBLE DUTY

In 8 out 10 counties of the Decatur primary trading area, WDZ has a higher BMB than the other Decatur station. WDZ's 28-county BMB is almost twice as great as the other Decatur station.



See Free & Peters

* Computed from SM 1952 Survey of Buying Power.
† 1949 BMB at Tuscola, Ill., prior to WDZ move to Decatur in October, 1949.

Primary and Secondary trading areas source: Decatur Association of Commerce.

WDZ **DECATUR ILLINOIS** **1000 WATTS 1050 KCS**

Third Oldest Station in the Nation

NEW CLUES TO 1952 SALES PROSPECT IN THE QUAD-CITIES

•

1. Gain in Population to 240,000

2. Gain in Income (E. B. I.) 10%



57% of the population and 53% of retail sales are on the Illinois side . . . !

WITH sellers' markets disappearing—it is important that marketing men have facts and use them for regional sales analysis and control. Now sales organizations will need to take advantage of local and regional conditions to obtain greatest possible sales at lowest cost.

As an aid to proper direction of sales effort the figures at left are important to you. Marketing material contained in this issue of Sales Management substantiate our statements regarding the Quad-Cities as a leading metropolitan area with a 1952 sales climate favorable for your merchandising effort. The Quad-Cities rank well within the first 100 metropolitan areas in all important categories. Sales will follow your beckoning . . . in the Quad-Cities!

ILLINOIS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Perry	E8		21.8	.0141	6.9	17,022	.0112	4,536	1,144	655	4,136	458		24,606	.0111	1,129	3,566	.0117	83
Piatt	F5		13.9	.0090	4.4	10,992	.0073	2,542	207	329	2,369	266		16,396	.0075	1,180	3,726	.0077	86
Pike	C6		22.1	.0142	7.3	15,895	.0105	4,342	670	953	3,020	276		22,677	.0103	1,026	3,106	.0111	78
Pope	F9		5.7	.0037	1.8	1,993	.0013	421	338	53	379	30		3,310	.0015	581	1,839	.0019	51
Pulaski	E10		13.6	.0088	4.1	5,161	.0034	1,553	793	164	679	164		8,373	.0038	616	2,042	.0047	53
Putnam	E3		4.6	.0029	1.5	3,200	.0022	743	100	.....	50	31		4,248	.0019	923	2,832	.0022	76
Randolph	D8		31.7	.0205	8.8	25,808	.0170	6,330	1,198	1,101	4,883	499		28,707	.0130	906	3,262	.0157	77
Richland	G7		17.0	.0110	5.6	17,344	.0115	3,718	1,086	614	5,288	395		18,883	.0086	1,111	3,372	.0100	91
Olney			8.6	.0055	3.0	14,688	.0097	2,470	763	553	4,627	314	*	9,998	.0046	1,163	3,333	.0063	115
Rock Island	C3	38	137.3	.0886	41.1	147,400	.0975	35,910	17,050	5,926	30,912	4,506		246,480	.1118	1,795	5,997	.1029	116
Moline-East Moline-Rock Island			*103.0*	*.0665*	*31.3*	*132,609*	*.0877*	*31,269*	*16,929*	*5,801*	*29,812*	*4,415*	*62,270*	*190,193*	*.0862*	*1,847*	*6,076*	*.0826*	*124*
▲Rock Island			50.1	.0324	15.6	59,853	.0396	14,061	6,794	2,232	14,973	1,887	41,916	94,232	.0427	1,881	6,041	.0397	123
▲Moline			38.5	.0248	12.2	58,455	.0386	13,025	9,830	3,073	13,104	2,099	19,465	73,066	.0332	1,898	5,989	.0331	133
East Moline			14.4	.0093	3.5	14,301	.0095	4,183	305	496	1,735	429	889	22,895	.0103	1,590	6,541	.0098	105
St. Clair	D8	121	212.8	.1374	62.4	182,108	.1204	48,507	16,112	8,435	35,010	4,336	.....	320,115	.1452	1,504	5,130	.1362	99
East St. Louis			85.0	.0549	25.3	99,055	.0655	24,595	11,335	5,036	20,893	2,586	43,046	126,425	.0574	1,487	4,997	.0593	108
Belleville			34.0	.0219	11.0	45,694	.0302	11,168	3,551	2,723	10,262	1,098	9,693	53,484	.0243	1,573	4,862	.0256	117
4Collinsville																			
Saline	F9		33.4	.0215	10.9	28,594	.0189	6,257	2,861	1,899	8,055	647	.....	39,961	.0182	1,196	3,666	.0191	89
Harrisburg			11.1	.0072	3.8	16,163	.0107	3,180	1,707	1,048	2,207	296	3,059	13,469	.0061	1,213	3,544	.0077	107
Sangamon	D6	137	133.7	.0863	42.3	161,035	.1065	32,863	17,976	8,381	32,670	5,419	.....	226,298	.1026	1,693	5,350	.1005	116
▲Springfield			82.7	.0534	27.1	138,890	.0918	26,472	17,720	8,153	30,528	5,203	84,749	148,462	.0673	1,795	5,478	.0719	135

4 Collinsville is in Madison and St. Clair Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

Want a GROWING *market?*

Percentage of gain for each listed factor, over the past 10 years for Danville, Illinois; the State of Illinois and for Total United States:

	Danville	*Illinois*	*U.S.*
Retail Sales	+307%	+208%	+209%
Bank Debits	+222%	+173%*	+208%
Number Manufacturing Establishments	+ 79%	+ 23%	+ 35%
Industrial Employees	+163%	+ 71%	+ 53%
Industrial Payrolls	+573%	+227%	+363%
Value of Farm Products	+240%**	+233%	+194%
Car Loadings	+169%	n.a.	+ 7%
Telephones	+100%	+ 61%	+ 93%
Electric Meters	+ 53%	+ 24%	+ 48%

** Chicago Federal Reserve District: ** Vermilion County. Sources: U. S. Census; Federal Reserve Bank; Electrical World; American Telephone & Telegraph Co., U. S. Dept. Commerce.*

A.B.C. City Zone Population has increased 45%; City Zone Circulation 60%; General Advertising Rate only 27%.

DANVILLE COMMERCIAL-NEWS

Evening — *A Gannett Newspaper* — *Sunday*

Represented by J. P. McKinney & Son — **New York — Chicago — San Francisco**

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Schuyler	C5		9.6	.0062	3.3	6,659	.0044	1,765	352	182	1,188	106		8,044	.0037	838	2,438	.0044	71
Scott	C6	36	7.2	.0047	2.4	5,893	.0039	1,386	271	169	1,906	92		6,398	.0029	889	2,666	.0036	77
Shelby	F8		24.6	.0159	8.0	17,731	.0117	4,364	693	445	3,759	390		20,193	.0092	821	2,524	.0113	71
Stark	D3		8.8	.0056	2.7	6,686	.0044	1,718	117	170	1,051	146		9,932	.0045	1,129	3,679	.0047	84
Stephenson	D1		42.1	.0272	13.2	49,577	.0328	11,096	4,234	2,382	9,707	980		67,651	.0307	1,607	5,125	.0306	113
Freeport			22.8	.0147	7.3	40,667	.0269	9,152	4,096	2,047	9,260	906	8,007	38,590	.0175	1,693	5,286	.0197	134
Tazewell	E5	102	79.5	.0513	23.9	56,659	.0374	15,582	2,860	1,813	11,854	825		114,127	.0517	1,436	4,775	.0473	92
Pekin			22.8	.0147	7.3	24,959	.0165	6,900	1,602	1,200	6,397	108	*	36,638	.0167	1,607	5,019	.0162	110
Union	E9		20.5	.0133	5.6	13,522	.0090	3,323	583	601	3,286	323		16,828	.0077	821	3,005	.0092	89
Vermilion	G5		87.6	.0565	27.3	90,125	.0596	19,581	11,845	4,992	15,910	3,172		127,326	.0577	1,453	4,664	.0580	103
Danville			38.4	.0248	12.6	62,393	.0413	11,071	10,977	4,281	11,523	2,598	29,919	66,946	.0303	1,743	5,313	.0325	131
Wabash	G8		14.9	.0096	4.6	14,457	.0095	3,291	798	839	3,728	281		17,070	.0078	1,146	3,711	.0087	91
Mount Carmel			8.9	.0058	2.9	12,933	.0085	2,690	426	686	3,551	233	*	11,712	.0054	1,316	4,039	.0064	110

*Withheld to avoid disclosure.

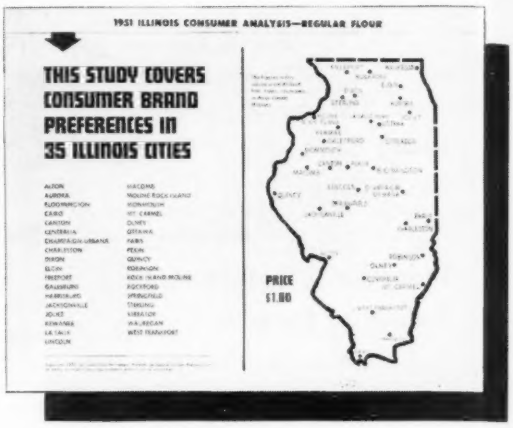
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Before using these figures, see explanation page 15.

Careful reading of the Explanatory Introduction, starting on page 15, will help you make the best possible use of the data and features in this Survey.

Get Your Copy OF THIS LATEST CONSUMER STUDY OF BRAND PREFERENCES

The sixth annual study of buying habits, place of purchase, day of purchase, and brand preferences in the following products; appliances, baking products, beverages, cleansers, meat products, other grocery products, and toiletries. The findings included in this extensive survey are based on more than 9300 interviews with housewives . . . send for your copy today and see how your products compare with competitors in 35 important Illinois cities.



At the Top  *In Illinois*

ROCKFORD

BEST TEST CITY IN THE MID-WEST

MORNING STAR . . . Register-Republic

ILLINOIS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Auto-motive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Warren	C4	.....	22.3	.0144	6.9	24,645	.0163	4,641	1,714	1,155	6,668	442	.....	29,724	.0135	1,333	4,308	.0145	101
Monmouth	.....	.....	10.3	.0066	3.3	17,976	.0119	3,335	1,597	835	5,674	277	*	16,552	.0075	1,607	5,016	.0086	130
Washington	E8	.....	14.5	.0094	4.7	10,324	.0069	2,099	954	333	1,594	115	.....	10,907	.0049	752	2,321	.0064	68
Wayne	F8	.....	21.0	.0135	6.6	16,162	.0107	3,229	801	518	5,549	246	.....	15,795	.0072	752	2,393	.0095	70
Fairfield	.....	.....	5.6	.0036	2.0	11,875	.0079	1,868	123	397	5,284	193	*	5,746	.0026	1,026	2,873	.0044	122
White	F8	.....	21.2	.0137	6.6	16,745	.0110	3,659	1,166	757	2,927	417	.....	18,839	.0085	889	2,854	.0103	75
Whiteside	D2	.....	50.5	.0326	15.5	49,414	.0327	11,479	3,632	2,400	7,429	1,243	.....	72,496	.0329	1,436	4,677	.0328	101
Sterling	.....	.....	13.2	.0085	4.2	21,589	.0142	5,031	3,052	1,263	4,261	598	*	20,987	.0095	1,590	4,997	.0107	126
Will	F3	28	140.8	.0909	39.7	132,048	.0873	35,919	16,912	5,408	23,180	3,788	.....	211,805	.0961	1,504	5,335	.0924	102
Joliet	.....	.....	55.1	.0356	16.2	94,452	.0625	23,224	16,498	4,916	18,183	3,082	32,625	92,328	.0419	1,676	5,699	.0468	131
Williamson	E9	.....	48.6	.0314	18.1	36,002	.0238	9,785	2,425	2,245	8,217	913	.....	53,984	.0245	1,111	3,353	.0257	82
Herrin	.....	.....	9.5	.0061	3.3	13,288	.0088	3,234	799	706	3,844	283	2,004	12,503	.0057	1,316	3,789	.0067	110
Marion	.....	.....	10.7	.0069	3.7	13,709	.0091	3,007	796	1,213	4,168	372	3,905	14,636	.0066	1,368	3,956	.0074	107
See Carbondale-Herrin-Murphysboro																			
Winnebago	E1	117	157.9	.1019	48.3	193,686	.1281	45,600	21,660	11,770	32,256	5,240	.....	272,608	.1237	1,726	5,644	.1207	118
▲Rockford	.....	.....	96.2	.0621	30.4	162,838	.1077	36,737	21,234	10,412	29,502	5,036	81,160	185,827	.0843	1,932	6,113	.0869	140
Woodford	E4	.....	21.8	.0141	6.5	20,033	.0132	4,200	355	565	6,077	259	.....	28,689	.0130	1,316	4,414	.0133	94
Total Above Cities	.....	.....	5,767.6	3.7230	1,766.9	7,826,881	5.1754	1,649,311	1,460,088	385,596	1287,907	234,836	6,396,181	10,863,005	4.9285	1,883	6,148	4.7601	128
State Total	.....	.....	8,903.0	5.7488	2,686.0	9,728,814	6.4329	2,147,123	1,540,144	443,798	1597,043	273,762	.....	15,279,804	6.9324	1,716	5,689	6.5455	114
Per Capita Sales	.....	.....	.....	.....	.....	1,093	.....	241	173	50	179	31	.....	.....	.....	.....	.....	.....	...
Per Family Sales	.....	.....	.....	.....	.....	3,622	.....	799	573	165	595	102	.....	.....	.....	.....	.....	.....	...

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15

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The Industrial Section starts on page 54 . . . with SALES MANAGEMENT'S exclusive estimates of "Value Added" in 1951 in nineteen industrial classifications.

A HALF BILLION DOLLAR MARKET

▶ SPRINGFIELD, ILL.

Illinois' Capital City and Sangamon County—plus the seven counties that surround it —report total retail sales of $471,000,000, and segments of other nearby counties bring the total to a good half billion. BUYING INCOME is estimated at $662,000,000. Springfield itself shows a quality market index 35 per cent above the national average.

WTAX is the number one buy in this rich area. Its dominant position is reflected in Springfield Hooper reports (Oct-Nov 1951) offering a larger audience than other Springfield stations *combined*.

CBS WTAX 1240 KC
CBS-THE *Stars'* ADDRESS

Represented by Weed & Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ILLINOIS— SM Standard Metropolitan County Areas

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Chicago	.....	28	5,630.7	3.6346	1,676.9	6,632,533	4.3854	1,442,634	1,281,381	300,607	954,254	198,226	.....	10,766,682	4.8849	1,912	6,421	4.4850	123
Davenport (Iowa)-Rock Island-Moline (Ill.)	.....	36	240.5	.1553	72.1	274,276	.1814	58,824	37,215	12,383	54,280	,8081	.....	451,526	.2049	1,877	6,262	.1880	121
Decatur	.....	38	103.5	.0668	32.1	117,130	.0775	25,086	16,960	6,178	23,852	2,621	.....	168,068	.0763	1,624	5,236	.0748	112
Peoria	.....	102	258.2	.1666	77.6	260,455	.1722	62,296	37,312	14,539	47,435	6,516	.....	459,317	.2083	1,779	5,919	.1891	114
Rockford	.....	117	157.9	.1019	48.3	193,688	.1281	45,600	21,660	11,770	32,256	5,240	.....	272,608	.1237	1,726	5,644	.1207	118
Springfield	.....	137	133.7	.0864	42.3	161,035	.1065	32,863	17,976	8,381	32,670	5,419	.....	226,298	.1026	1,693	5,350	.1006	137

(Other East North Central States; Illinois, p. 266; Michigan, p. 358; Ohio, p. 466; Wisconsin, p. 607.)

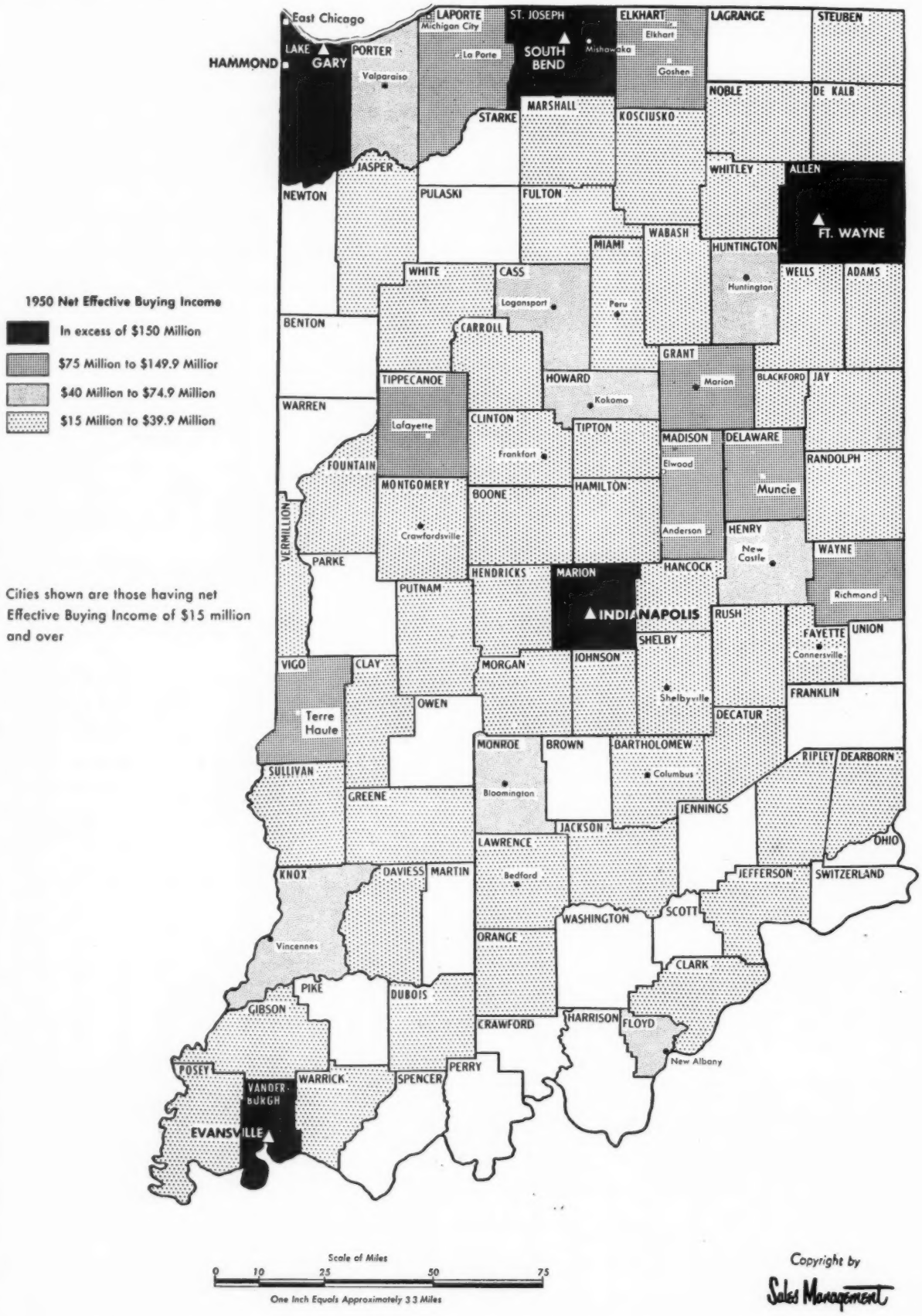
—INDIANA—Counties and Cities

Indiana state map—page 284 City	County	Pop. (in thous.)	NUMBER OF OUTLETS F	GM	FHR	A	D
Anderson	Madison	48.3	132	10	42	44	21
Auburn	De Kalb	6.0	23	6	8	10	3
Bedford	Lawrence	12.8	54	7	22	21	9
Bloomington	Monroe	29.6	77	9	28	26	13
Bluffton	Wells	6.2	15	5	13	9	3
Brazil	Clay	8.4	47	5	11	17	6
Columbia City	Whitley	4.8	19	3	10	14	4
Columbus	Bartholomew	23.2	77	13	18	26	6
Connersville	Fayette	16.1	52	5	13	18	4
Crawfordsville	Montgomery	13.0	45	5	10	19	6
Crown Point	Lake	6.1	21	5	6	11	2
Decatur	Adams	7.4	32	4	7	11	3
East Chicago	Lake	56.2	255	13	24	21	21
Elkhart	Elkhart	36.7	117	10	35	43	16
Elwood	Madison	11.8	39	5	7	11	4
Evansville	Vanderburgh	129.8	403	32	47	58	62
Fort Wayne	Allen	137.0	316	29	75	85	72
Frankfort	Clinton	15.2	57	6	15	20	4
Franklin	Johnson	7.4	29	4	9	13	4
Gary	Lake	137.8	488	21	63	47	40
Goshen	Elkhart	13.4	36	6	15	13	6
Greencastle	Putnam	7.1	31	3	7	11	4
Greensburg	Decatur	6.7	24	7	14	12	5
Hammond	Lake	90.9	276	11	50	50	24
Hartford City	Blackford	7.3	28	6	9	15	3
Huntington	Huntington	15.2	57	6	17	13	7
Indianapolis	Marion	436.1	1,264	134	251	195	273
Jeffersonville	Clark	15.7	65	8	7	13	5
Kendallville	Noble	6.2	18	5	7	14	4
Kokomo	Howard	39.8	124	11	29	36	9
La Porte	La Porte	20.7	61	7	24	25	6
Lafayette	Tippecanoe	37.7	75	13	23	29	19
Lebanon	Boone	7.9	20	5	9	12	5
Logansport	Cass	21.3	71	8	19	29	12
Madison	Jefferson	10.7	46	6	14	13	4
Marion	Grant	30.9	96	13	28	31	12
Michigan City	La Porte	29.5	99	10	24	25	10
Mishawaka	St. Joseph	34.4	108	10	20	24	11
Muncie	Delaware	60.4	166	14	44	47	20
New Albany	Floyd	30.4	137	11	26	22	15
New Castle	Henry	18.7	64	8	16	21	7
Noblesville	Hamilton	6.8	28	5	9	12	3
Peru	Miami	13.5	52	6	12	15	8
Plymouth	Marshall	6.9	22	7	10	11	4
Portland	Jay	7.1	26	4	13	14	4
Princeton	Gibson	7.8	39	4	7	10	4
Richmond	Wayne	40.6	115	14	23	34	18
Rochester	Fulton	4.7	19	5	8	12	4
Rushville	Rush	6.7	29	6	11	10	4
Seymour	Jackson	9.8	48	6	10	18	5
Shelbyville	Shelby	11.9	53	5	15	18	5
South Bend	St. Joseph	118.4	399	39	81	73	53
Terre Haute	Vigo	65.2	301	20	49	52	44
Valparaiso	Porter	12.7	42	5	10	15	5
Vincennes	Knox	19.1	87	10	17	26	10
Wabash	Wabash	10.9	39	5	9	16	8
Warsaw	Kosciusko	6.8	28	4	13	19	5
Washington	Daviess	11.0	49	5	11	18	4
Whiting	Lake	9.6	46	4	13	5	6
Winchester	Randolph	5.6	20	4	4	12	4

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Before using these figures, see explanation page 15.

INDIANA


1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
East Chicago
HAMMOND
LAKE
GARY
PORTER
Valparaiso
LAPORTE
Michigan City
La Porte
ST. JOSEPH
SOUTH BEND
Mishawaka
ELKHART
Elkhart
Goshen
LAGRANGE
STEUBEN
NOBLE
DE KALB
STARKE
MARSHALL
KOSCIUSKO
JASPER
WHITLEY
ALLEN
FT. WAYNE
NEWTON
PULASKI
FULTON
WABASH
MIAMI
HUNTINGTON
Huntington
WELLS
ADAMS
WHITE
CASS
Logansport
Peru
BENTON
CARROLL
GRANT
Marion
BLACKFORD
JAY
TIPPECANOE
Lafayette
HOWARD
Kokomo
WARREN
CLINTON
Frankfort
TIPTON
MADISON
Elwood
DELAWARE
Muncie
RANDOLPH
FOUNTAIN
MONTGOMERY
Crawfordsville
BOONE
HAMILTON
Anderson
HENRY
New Castle
WAYNE
Richmond
VERMILLION
PARKE
HENDRICKS
MARION
INDIANAPOLIS
HANCOCK
PUTNAM
RUSH
FAYETTE
Connersville
UNION
SHELBY
Shelbyville
VIGO
Terre Haute
CLAY
MORGAN
JOHNSON
FRANKLIN
OWEN
DECATUR
MONROE
Bloomington
BROWN
BARTHOLOMEW
Columbus
RIPLEY
DEARBORN
SULLIVAN
GREENE
JENNINGS
JACKSON
OHIO
LAWRENCE
Bedford
KNOX
DAVIESS
MARTIN
JEFFERSON
SWITZERLAND
WASHINGTON
SCOTT
Vincennes
ORANGE
CLARK
PIKE
DUBOIS
GIBSON
CRAWFORD
HARRISON
FLOYD
New Albany
POSEY
VANDER-BURGH
WARRICK
SPENCER
PERRY
EVANSVILLE
Scale of Miles
0 10 25 50 75
One Inch Equals Approximately 3.3 Miles
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AUDITORIUM STUDIO
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4TH FLOOR

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YOU'RE CORDIALLY INVITED—BRING A FRIEND

Admit Two
Monday thru Friday
"S'PRIZE PARTY!"
BROADCAST OVER WIRE—1:00-1:55 P.M.
WIRE AUDITORIUM STUDIO
FOURTH FLOOR • 307 N. PENNSYLVANIA
DOORS CLOSE 12:45 P.M.



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2nd in the nation **IN FAMILY BUYING POWER**

Indiana's "Golden Zone" Next to Top Position in U. S. A.

This issue of SALES MANAGEMENT shows that Fort Wayne metropolitan county area, with Effective Buying Income Per Family of $6,875 for the year 1951, ranks FIRST in the State of Indiana and SECOND highest in the entire United States.

Sales potentials merit consideration in all marketing and advertising programs.

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Monthly Grocery Inventory,
Write for new 28-page 1952 "Golden Zone" Market Book.

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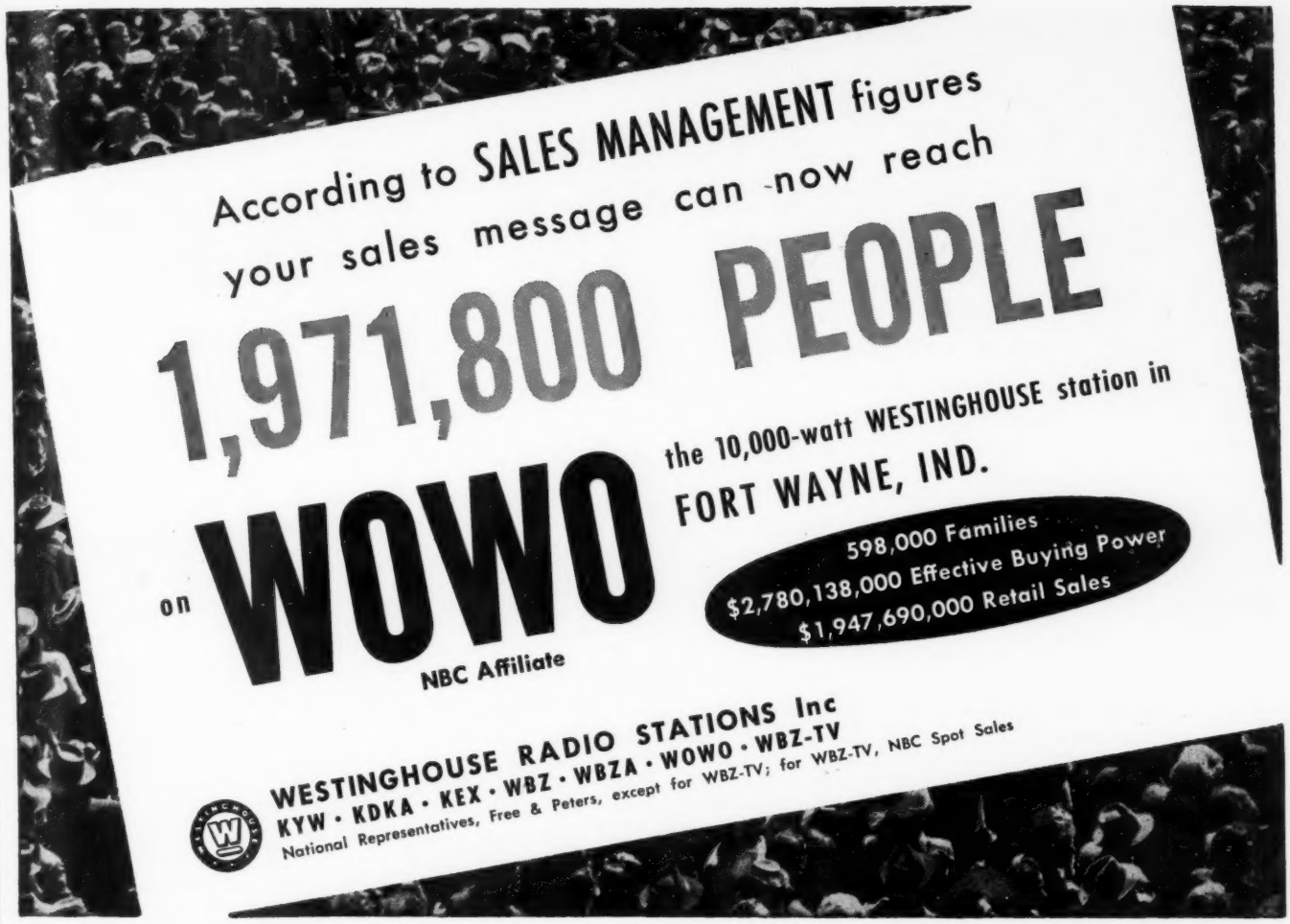
INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	G3	.....	22.8	.0147	6.5	19,507	.0129	4,387	877	1,338	3,685	388	.....	22,405	.0102	983	3,447	.0118	80
Decatur	.....	.....	7.4	.0048	2.3	11,123	.0074	2,620	548	297	2,575	284	5,259	8,271	.0038	1,118	3,596	.0051	106
Allen	F2	49	188.9	.1220	57.3	222,777	.1473	47,444	36,076	11,960	41,172	6,859	.....	393,927	.1787	2,085	6,875	.1578	129
▲Fort Wayne	.....	.....	137.0	.0884	42.8	197,671	.1307	41,220	34,915	11,897	37,644	6,574	110,372	314,623	.1427	2,297	7,351	.1282	145
Bartholomew	E6	.....	42.7	.0275	12.9	32,643	.0216	8,040	3,054	1,570	5,174	851	.....	49,693	.0225	1,164	3,852	.0231	84
Columbus	.....	.....	23.2	.0150	7.4	28,213	.0186	6,325	2,873	1,470	4,552	639	11,963	31,898	.0145	1,375	4,311	.0158	105
Benton	C3	.....	11.5	.0074	3.4	11,182	.0074	2,281	276	682	2,466	311	.....	15,466	.0071	1,345	4,549	.0072	97
Blackford	F4	.....	14.3	.0093	4.4	13,999	.0092	3,268	1,214	697	3,059	435	.....	20,964	.0095	1,466	4,765	.0094	101
Hartford City	.....	.....	7.3	.0047	2.4	10,969	.0073	2,283	1,041	549	2,829	327	1,213	12,024	.0054	1,647	5,010	.0058	123
Boone	D5	.....	24.5	.0158	7.9	25,386	.0168	4,735	1,801	919	3,080	727	.....	32,950	.0149	1,345	4,171	.0157	99
Lebanon	.....	.....	7.9	.0051	2.5	17,084	.0113	2,622	1,189	650	2,479	496	1,338	14,679	.0067	1,858	5,872	.0077	151
Brown	E6	.....	6.1	.0039	1.8	2,092	.0014	792	93	60	205	43	.....	4,883	.0022	800	2,713	.0023	59
Carroll	D3	.....	16.4	.0106	5.2	12,135	.0080	2,928	384	572	3,109	204	.....	20,070	.0091	1,224	3,860	.0091	66
Cass	D3	.....	39.5	.0255	11.7	42,153	.0279	7,356	4,681	1,778	8,195	1,359	.....	57,907	.0263	1,466	4,949	.0266	104
Logansport	.....	.....	21.3	.0137	7.1	34,648	.0229	5,942	4,644	1,659	6,815	1,252	11,663	34,763	.0158	1,632	4,896	.0175	128
Clark	F8	81	51.8	.0334	14.9	26,955	.0178	8,123	1,410	894	5,724	658	.....	46,184	.0210	892	3,100	.0225	67
Jeffersonville	.....	.....	15.7	.0102	4.8	17,588	.0116	4,881	675	742	4,395	447	3,386	15,176	.0068	967	3,162	.0089	87
Clay	C6	.....	24.0	.0155	7.9	17,040	.0113	4,944	1,067	825	4,066	532	.....	31,197	.0141	1,300	3,949	.0135	67
Brazil	.....	.....	8.4	.0054	2.8	12,603	.0083	3,154	766	668	3,849	427	*	13,197	.0060	1,571	4,713	.0066	122
Clinton	D4	.....	30.2	.0195	9.6	29,442	.0195	6,198	1,542	1,629	6,059	771	.....	43,818	.0199	1,451	4,564	.0197	101
Frankfort	.....	.....	15.2	.0098	5.0	21,866	.0145	4,719	1,382	1,216	5,509	309	2,084	25,264	.0115	1,662	5,053	.0120	122
Crawford	D8	.....	9.4	.0061	2.8	4,116	.0027	918	452	65	1,106	84	.....	7,958	.0036	847	2,842	.0038	62
Daviess	C7	.....	27.1	.0175	8.0	21,235	.0140	4,505	1,313	1,085	5,512	488	.....	26,629	.0121	983	3,329	.0138	79
Washington	.....	.....	11.0	.0071	3.6	16,427	.0109	3,137	1,121	976	4,454	392	*	11,965	.0054	1,088	3,324	.0074	104
Dearborn	G6	.....	25.7	.0165	7.6	21,144	.0140	6,077	816	1,346	3,582	490	.....	31,067	.0141	1,209	4,088	.0146	88

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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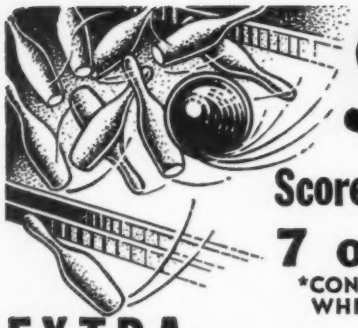
INDIANA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Decatur	F6	.....	18.5	.0119	5.6	16,054	.0106	3,293	1,509	827	2,517	342	.....	21,807	.0099	1,179	3,894	.0105	88
Greensburg	.....	.....	6.7	.0043	2.2	12,049	.0079	2,105	1,229	724	2,304	342	9,721	9,721	.0044	1,451	4,419	.0054	126
De Kalb	G2	.....	26.5	.0171	8.2	22,437	.0149	5,842	1,673	1,063	3,487	508	.....	36,435	.0165	1,375	4,443	.0161	94
Auburn	.....	.....	6.0	.0039	2.0	11,485	.0076	2,620	1,007	499	1,820	253	3,803	10,333	.0047	1,722	5,167	.0054	138
Delaware	F4	92	93.1	.0601	28.5	83,685	.0553	18,639	9,534	5,312	16,104	2,710	.....	142,072	.0645	1,526	4,985	.0609	101
▲Muncie	.....	.....	60.4	.0390	18.9	71,443	.0473	16,363	9,407	4,915	14,040	2,312	26,127	101,297	.0460	1,677	5,360	.0450	115
Dubois	D8	.....	24.3	.0157	6.6	19,465	.0129	3,521	878	951	4,474	446	.....	23,878	.0108	983	3,618	.0124	79
Elkhart	E1	.....	86.8	.0560	26.8	96,092	.0635	21,089	7,488	4,781	22,601	3,136	.....	132,458	.0601	1,526	4,942	.0603	108
Elkhart	.....	.....	36.7	.0237	11.8	51,363	.0339	11,984	4,813	2,346	12,929	2,153	20,534	60,447	.0274	1,647	5,123	.0286	121
Goshen	.....	.....	13.4	.0086	4.3	21,625	.0143	3,952	2,083	932	4,401	595	3,695	21,669	.0098	1,617	5,039	.0109	127
Fayette	F6	.....	24.3	.0157	7.1	22,782	.0151	5,499	1,255	1,544	4,779	732	.....	32,680	.0148	1,345	4,603	.0151	96
Connersville	.....	.....	16.1	.0104	4.9	17,838	.0118	4,293	1,201	1,544	4,165	501	*	23,602	.0107	1,466	4,817	.0110	106
Floyd	E8	81	45.6	.0295	13.8	37,784	.0249	9,363	2,155	2,066	7,093	962	.....	55,122	.0250	1,209	3,994	.0259	88
New Albany	.....	.....	30.4	.0197	9.7	35,501	.0235	8,888	2,020	1,919	6,786	904	*	38,116	.0173	1,254	3,929	.0196	99
Fountain	C4	.....	18.0	.0116	5.9	15,442	.0103	3,350	405	913	3,802	442	.....	23,127	.0105	1,285	3,920	.0107	92
Franklin	F6	.....	16.4	.0106	4.3	8,636	.0057	2,047	544	334	983	88	.....	13,637	.0062	832	3,171	.0069	65
Fulton	E2	.....	16.9	.0109	5.4	16,906	.0111	3,087	1,301	681	2,875	398	.....	23,997	.0109	1,420	4,444	.0110	101
Rochester	.....	.....	4.7	.0030	1.5	10,917	.0072	2,004	888	427	2,458	192	*	6,961	.0032	1,481	4,641	.0043	143
Gibson	B8	.....	31.0	.0200	9.7	26,875	.0178	5,985	1,774	621	4,704	448	.....	30,927	.0140	998	3,188	.0163	82
Princeton	.....	.....	7.8	.0050	2.7	14,109	.0093	2,824	1,033	351	3,360	310	*	9,779	.0044	1,254	3,622	.0060	120
Grant	F4	.....	63.7	.0411	19.2	57,526	.0381	13,144	6,680	3,209	10,416	1,899	.....	85,670	.0389	1,345	4,462	.0391	95
Marion	.....	.....	30.9	.0200	10.1	42,853	.0284	8,947	6,370	2,810	8,591	1,573	12,194	50,895	.0231	1,647	5,039	.0241	121
Greene	C7	.....	27.9	.0180	9.3	19,813	.0131	5,509	1,657	1,404	3,200	598	.....	30,347	.0138	1,088	3,263	.0144	80
Hamilton	E5	.....	29.2	.0189	9.1	23,928	.0158	4,861	1,043	743	4,111	582	.....	35,735	.0162	1,224	3,927	.0166	88
Noblesville	.....	.....	6.8	.0044	2.1	12,020	.0079	2,443	753	357	2,797	277	1,025	9,247	.0042	1,360	4,403	.0053	120
Hancock	E5	.....	20.9	.0135	6.7	16,331	.0108	4,201	463	1,043	4,145	372	.....	26,854	.0122	1,285	4,008	.0120	89

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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7 out of 10 Listen

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INDIANA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Harrison	E8	.....	18.3	.0118	5.1	9,171	.0060	1,818	873	276	2,082	125	.....	14,375	.0065	786	2,819	.0074	63
Hendricks	D5	.....	25.5	.0164	7.7	14,459	.0096	3,053	425	389	2,971	641	.....	25,058	.0113	983	3,254	.0118	72
Henry	F5	.....	46.6	.0301	13.8	38,268	.0253	11,168	3,158	1,845	7,407	1,056	.....	65,469	.0298	1,405	4,744	.0285	95
New Castle	.....	.....	18.7	.0120	6.1	26,058	.0173	8,088	2,813	1,387	5,473	749	2,370	30,239	.0137	1,617	4,957	.0144	120
Howard	E4	.....	56.1	.0362	17.2	54,357	.0359	12,044	5,489	4,007	10,633	1,666	.....	74,606	.0338	1,330	4,338	.0349	96
Kokomo	.....	.....	39.8	.0257	12.3	48,995	.0323	10,648	5,439	3,556	9,210	1,360	*	59,540	.0270	1,496	4,841	.0283	110
Huntington	F3	.....	31.9	.0206	10.0	29,514	.0196	7,499	1,890	1,505	4,495	862	.....	45,807	.0208	1,436	4,581	.0204	99
Huntington	.....	.....	15.2	.0098	5.0	21,325	.0141	5,676	1,733	1,205	3,209	624	*	26,648	.0121	1,753	5,330	.0122	124
Jackson	E7	.....	28.7	.0185	8.6	24,818	.0164	5,483	1,971	948	4,267	426	.....	32,080	.0145	1,118	3,730	.0159	86
Seymour	.....	.....	9.8	.0064	3.2	16,827	.0112	3,313	1,214	703	3,407	252	3,192	13,180	.0060	1,345	4,119	.0076	119
Jasper	C2	.....	17.5	.0113	5.0	15,023	.0099	3,439	979	480	3,028	266	.....	21,942	.0100	1,254	4,388	.0102	90
Jay	G4	.....	23.4	.0151	7.5	19,381	.0128	4,610	784	902	4,126	465	.....	25,453	.0115	1,088	3,394	.0126	83
Portland	.....	.....	7.1	.0045	2.4	11,702	.0077	2,468	427	471	2,820	246	*	9,655	.0044	1,360	4,023	.0054	120
Jefferson	F7	.....	22.2	.0144	8.0	16,707	.0111	3,664	1,368	950	3,123	597	.....	23,147	.0105	1,043	3,858	.0115	80
Madison	.....	.....	7.7	.0050	2.5	14,493	.0096	2,672	1,135	950	2,946	483	*	8,961	.0041	1,164	3,584	.0059	118
Jennings	F7	.....	15.6	.0100	4.0	8,739	.0057	2,189	487	184	2,206	150	.....	12,973	.0059	832	3,243	.0067	67
Johnson	E6	.....	27.1	.0175	8.2	21,477	.0142	5,256	1,026	1,027	4,798	738	.....	29,070	.0132	1,073	3,545	.0144	82
Franklin	.....	.....	7.4	.0048	2.3	11,177	.0074	2,338	624	379	2,560	394	30	8,834	.0040	1,194	3,841	.0052	108
Knox	C7	.....	43.9	.0284	13.7	43,918	.0291	9,389	5,925	1,730	8,221	1,158	.....	53,066	.0241	1,209	3,873	.0265	93
Vincennes	.....	.....	19.1	.0123	6.1	32,545	.0215	6,240	5,543	1,411	6,867	899	6,548	30,007	.0136	1,571	4,919	.0157	128
Kosciusko	E2	.....	33.7	.0217	10.7	31,666	.0209	7,355	1,144	1,732	5,316	744	.....	40,230	.0182	1,194	3,760	.0197	91
Warsaw	.....	.....	6.8	.0044	2.3	15,443	.0102	3,594	806	1,040	3,669	241	1,181	7,709	.0035	1,134	3,352	.0057	130
Lagrange	F1	.....	15.6	.0101	4.4	10,199	.0068	2,468	545	418	1,884	225	.....	15,329	.0070	983	3,484	.0076	75
Lake	C1	28	380.7	.2457	107.4	420,849	.2782	105,338	52,102	21,216	67,252	10,907	.....	661,712	.3002	1,738	6,161	.2827	115
Gary	.....	.....	137.8	.0890	39.2	166,628	.1102	41,193	27,385	8,845	22,995	5,035	44,978	262,406	.1191	1,904	6,694	.1104	124
Hammond	.....	.....	90.9	.0587	26.5	124,521	.0823	25,650	21,567	6,533	24,911	2,648	38,302	178,554	.0810	1,964	6,738	.0769	131

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

INDIANA'S 2nd Largest ABC City Zone!



This is "TIMES CITY"!

187,945
ABC CITY ZONE

HAMMOND	87,594
East Chicago	54,263
Whiting	9,669
Munster	4,753
Highland	5,878
Calumet City	15,777
Burnham	1,334
Lansing	8,677

(1950 U.S. Census)

. . . The Hammond *Market*

—contiguous and highly concentrated—gives you *concentration of customers who work and live where they buy in* "Times City" where they read and are influenced by

THE HAMMOND TIMES

HAMMOND, INDIANA

Represented Nationally by BURKE, KUIPERS & MAHONEY, INC.

New York • Chicago • Dallas • Atlanta • San Francisco • Los Angeles

WISH

Indianapolis OFFERS YOU "Follow thru"

WITH A Complete 17-Point Merchandising Program to

→ Wholesalers
→ Retailers &
→ Customers

WISH "the station that never outpromises.. *but ALWAYS OUTPERFORMS*"

ALSO
WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Represented Nationally by The BOLLING COMPANY

All Owned and Operated by UNIVERSAL BROADCASTING CO., Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
East Chicago			56.2	.0362	15.1	60,897	.0403	16,949	1,483	3,486	10,546	1,659	43,059	88,292	.0400	1,571	5,847	.0393	109
Whiting			9.6	.0062	2.8	15,784	.0105	3,901	540	1,130	1,484	437	*	15,813	.0072	1,647	5,648	.0080	129
Crown Point			6.1	.0040	1.8	12,164	.0080	3,084	463	626	2,792	206	401	9,583	.0044	1,571	5,324	.0054	135
La Porte	**D1**		**79.4**	**.0513**	**23.3**	**77,677**	**.0514**	**20,169**	**7,032**	**3,700**	**15,365**	**2,001**		**124,741**	**.0568**	**1,571**	**5,354**	**.0540**	**105**
Michigan City			29.5	.0190	8.2	36,541	.0242	10,406	4,370	1,829	6,379	1,138	16,031	49,918	.0226	1,692	6,088	.0223	117
La Porte			20.7	.0134	7.0	31,010	.0205	7,160	2,504	1,796	8,140	778	4,060	35,980	.0163	1,738	5,140	.0170	127
Lawrence	**D7**		**34.8**	**.0224**	**10.5**	**27,309**	**.0181**	**6,482**	**2,060**	**2,017**	**5,430**	**809**		**40,498**	**.0184**	**1,164**	**3,857**	**.0191**	**85**
Bedford			12.8	.0082	4.1	20,805	.0137	4,142	687	1,744	5,018	678	4,320	17,598	.0080	1,375	4,292	.0097	118
Madison	**E4**	**164**	**107.1**	**.0691**	**33.0**	**100,525**	**.0664**	**23,800**	**11,256**	**5,209**	**20,843**	**3,551**		**163,436**	**.0741**	**1,526**	**4,953**	**.0708**	**102**
△Anderson			48.3	.0312	15.8	67,140	.0444	15,022	8,620	4,300	15,921	2,526	12,447	82,455	.0374	1,707	5,219	.0382	122
Elwood			11.8	.0076	3.7	13,113	.0087	3,354	2,031	441	2,431	435	839	17,830	.0081	1,511	4,819	.0082	108
Marion	**E5**	**63**	**567.6**	**.3664**	**175.5**	**714,386**	**.4724**	**149,112**	**119,682**	**37,842**	**146,004**	**31,310**		**1,140,493**	**.5175**	**2,009**	**6,499**	**.4738**	**129**

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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TRADEMARK OF A TRADING CENTER:

Per Capita Retail Sales 42% Above Average in ANDERSON, IND.

It's not that people in Anderson, Indiana, buy 43% more. It's that so many **more people** from outside the city limits come into Anderson to shop that its retail sales are 43% higher than average for a city of this size. And a Quality of Market Index of 121 means that Anderson's sales potential is **22% higher** than indicated by its population.

Anderson Newspapers cover not only Anderson itself, but all of Madison County with its thousands of industrial workers in 148 plants which include G. M., Greer Steel, Anaconda Wire & Cable. And this market includes prosperous farmers with incomes well over the national average. Here's a brief picture of the sales potential in **Indiana's 9th Market:**

Population	107,100
Retail Sales	$100,525,000
Effective Buying Income	$163,436,000

(1951 Survey of Buying Power)

This is the market you tap in Anderson Newspapers, whose 83 years of service means more reader confidence in the products advertised and more sales for you. Circulation: Morning & Evening 39,295; Evening & Sunday 40,909.

ANDERSON, INDIANA
THE BULLETIN . . THE HERALD
Represented by The Allen-Klapp Co.
New York—Chicago—Detroit

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market *short*. Wrap it up with WSBT radio.

30 Years on the Air

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVI

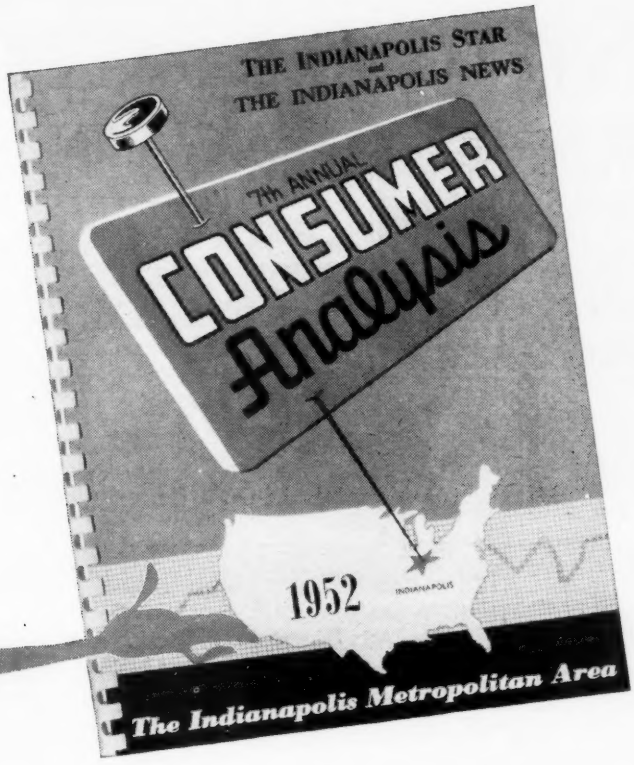
INDIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Indianapolis	.....	.....	436.1	.2815	136.9	667,295	.4412	132,193	119,037	37,133	140,901	29,207	566,568	889,794	.4037	2,040	6,500	.3905	139
Marshall	E2	.....	30.4	.0196	9.2	29,811	.0197	5,568	1,924	978	5,281	583	.....	42,710	.0194	1,405	4,642	.0195	99
Plymouth	.....	.....	6.9	.0045	2.2	14,685	.0097	2,828	1,465	583	2,710	302	1,501	10,950	.0050	1,587	4,977	.0063	140
Martin	D7	.....	11.0	.0071	3.1	5,290	.0035	1,581	364	96	590	186	.....	8,476	.0038	771	2,734	.0044	62
Miami	E3	.....	28.6	.0185	9.1	25,334	.0168	5,970	2,788	1,184	3,618	821	.....	38,892	.0176	1,360	4,274	.0175	95
Peru	.....	.....	13.5	.0087	4.6	19,353	.0128	4,498	2,091	1,033	3,156	488	5,781	24,073	.0109	1,783	5,233	.0110	126
Monroe	D8	.....	52.1	.0336	13.7	36,833	.0243	8,807	3,060	2,045	8,554	1,489	.....	60,632	.0276	1,164	4,426	.0278	83
Bloomington	.....	.....	29.6	.0191	7.2	34,162	.0226	7,344	2,789	1,924	7,943	1,489	*	39,364	.0179	1,330	5,467	.0195	102
Montgomery	D5	.....	29.6	.0191	9.5	29,128	.0193	6,639	2,565	1,321	6,838	763	.....	42,949	.0194	1,451	4,521	.0193	101
Crawfordsville	.....	.....	13.0	.0084	4.2	19,906	.0132	4,242	2,484	837	4,749	607	4,823	21,022	.0095	1,617	5,005	.0104	124
Morgan	D6	.....	24.5	.0158	7.4	18,552	.0122	5,050	1,155	715	2,564	419	.....	27,016	.0123	1,103	3,651	.0130	82
Newton	C2	.....	11.2	.0073	3.5	11,087	.0074	2,249	283	379	1,880	365	.....	14,391	.0065	1,285	4,112	.0069	95
Noble	F2	.....	25.7	.0165	7.8	25,851	.0171	5,171	1,205	917	6,574	539	.....	34,564	.0157	1,345	4,431	.0163	99
Kendallville	.....	.....	6.2	.0040	2.1	12,237	.0081	2,122	732	434	3,854	238	1,874	10,119	.0046	1,632	4,819	.0055	138
Ohio	G7	.....	4.4	.0029	1.3	2,250	.0015	603	85	35	608	39	.....	3,922	.0018	891	3,017	.0019	66
Orange	D8	.....	17.0	.0110	5.1	10,749	.0071	2,953	454	323	2,123	442	.....	17,216	.0078	1,013	3,376	.0082	75
Owen	D6	.....	12.0	.0077	3.7	6,849	.0045	1,863	267	378	1,395	208	.....	11,971	.0054	998	3,235	.0056	73
Parke	C5	.....	15.7	.0101	4.9	10,896	.0072	2,595	349	296	1,491	328	.....	15,664	.0071	998	3,197	.0077	76
Perry	D9	.....	17.6	.0114	5.1	11,186	.0074	2,917	1,233	613	3,307	288	.....	13,297	.0061	756	2,607	.0076	67
Pike	C8	.....	15.0	.0097	4.6	10,449	.0069	2,735	448	218	4,211	84	.....	13,373	.0060	892	2,907	.0070	72
Porter	C1	.....	41.9	.0270	12.0	33,580	.0222	8,492	2,195	1,181	7,621	929	.....	51,907	.0236	1,239	4,326	.0239	89
Valparaiso	.....	.....	12.7	.0082	3.6	16,757	.0110	3,984	2,052	746	3,829	755	3,714	18,999	.0086	1,496	5,278	.0092	112
Posey	B9	.....	19.9	.0129	5.9	14,119	.0093	3,199	647	500	2,629	222	.....	17,742	.0080	892	3,007	.0094	73
Pulaski	D2	.....	12.8	.0082	3.8	11,153	.0074	2,290	188	458	2,390	222	.....	13,923	.0064	1,088	3,664	.0071	87
Putnam	D5	.....	23.5	.0152	6.6	19,875	.0132	3,861	1,215	566	2,595	513	.....	29,466	.0133	1,254	4,465	.0137	90
Greencastle	.....	.....	7.1	.0046	1.8	12,543	.0083	2,334	669	470	2,196	417	*	12,014	.0055	1,692	6,674	.0061	133
Randolph	G4	.....	27.5	.0178	8.9	28,341	.0187	4,987	1,734	1,139	4,263	666	.....	38,223	.0174	1,390	4,295	.0179	101
Winchester	.....	.....	5.6	.0036	1.9	16,054	.0107	1,927	759	432	2,309	301	1,911	9,902	.0045	1,768	5,212	.0062	172
Ripley	F7	.....	19.1	.0123	5.7	16,692	.0110	3,827	911	824	3,996	445	.....	22,515	.0102	1,179	3,950	.0109	89
Rush	F5	.....	20.1	.0130	6.0	17,388	.0115	3,141	862	563	2,031	342	.....	26,731	.0121	1,330	4,455	.0121	93
Rushville	.....	.....	6.7	.0043	2.1	13,321	.0088	2,193	574	477	1,718	217	*	9,822	.0044	1,466	4,677	.0057	133
St. Joseph	D1	135	213.1	.1375	62.1	262,640	.1737	55,224	34,496	16,065	50,730	7,139	.....	399,186	.1811	1,873	6,428	.1702	124

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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...your guide to the BIGGER Indianapolis Market

Here again, for the 7th straight year, is the Consumer Analysis for the Metropolitan Indianapolis Area, compiled and published by The Indianapolis Star and The Indianapolis News. It is for *you* . . . and it brings you the data so important to effective sales and advertising planning in this rich and fast-growing market! In it you will find the latest record of consumer preferences and buying habits for 150 product classifications, conveniently arranged in sections on foods, soaps and cleansers, toiletries and cosmetics, beverages, automotive, and general. Whatever you need for planning your most effective sales results in the Indianapolis market is available from The Star and The News . . . including saturation coverage for your advertising! Write for full details and your copy of the 1952 Consumer Analysis.

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The Star and The News Bring You 7 Vital Market Services

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3. Personal Retail Contacts
4. Mailings to Trade
5. Spot Distribution Checks
6. Shopping Area Maps, Route Lists
7. Assistance at Sales Meetings

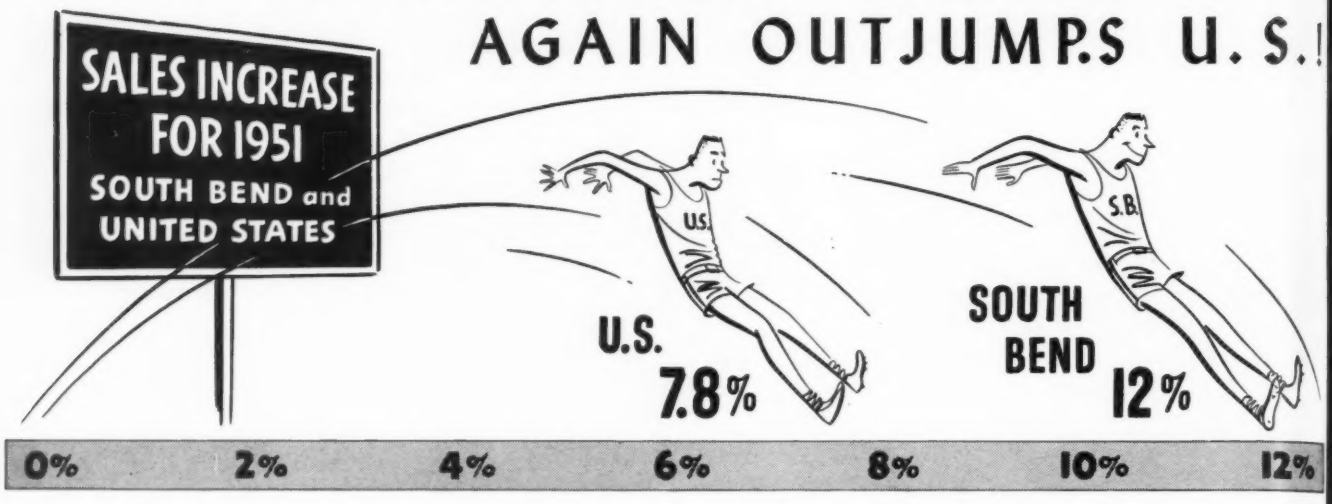


THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS

"TEST TOWN" SALES-INCREASE AGAIN OUTJUMPS U. S.!



A $28,000,000 RETAIL SALES JUMP FOR 1951! An old story with South Bend, Ind.— "Test Town, U.S.A." Year after year this market shows steady, *consistent* growth. In fact, since 1939 retail sales in the South Bend Metropolitan Area have soared 337%. In the same period the U. S. gain was 260%. But the South Bend *trend* of gain matches the National *trend* curve for curve. When you test in South Bend, you test America!

One newspaper *saturates* this great market. Get all the facts. Write for free market data book, "Test Town, U.S.A."

The South Bend Tribune



The South Bend, Ind. Market: 7 Counties, 1/2 Million People

STORY, BROOKS & FINLEY, INC.
NATIONAL REPRESENTATIVES

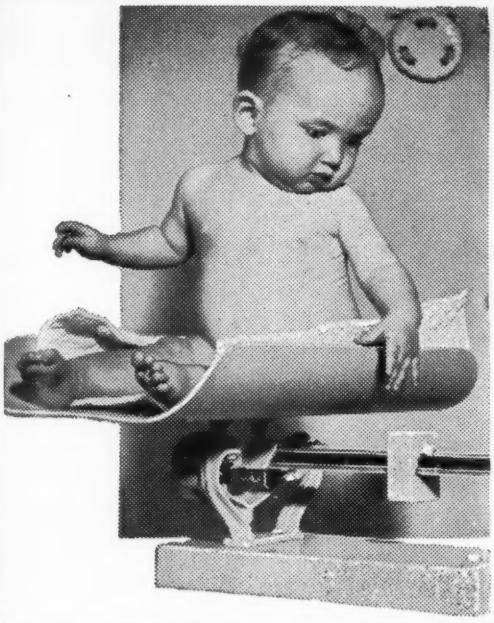
INDIANA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲South Bend	.....	.....	118.4	.0765	35.6	203,944	.1348	38,211	33,364	13,607	39,933	6,028	98,279	232,572	.1055	1,964	6,533	.1085	142
Mishawaka	.....	.....	34.4	.0222	10.8	34,198	.0226	10,543	963	1,469	7,655	867	3,563	57,176	.0260	1,662	5,294	.0242	109
Scott	F8	.....	12.2	.0079	3.6	8,815	.0058	24,57	229	613	1,591	127	.....	10,694	.0049	877	2,971	.0058	73
Shelby	E6	.....	28.7	.0185	9.2	26,363	.0175	5,696	1,868	1,450	5,053	659	.....	41,212	.0187	1,436	4,480	.0183	99
Shelbyville	.....	.....	11.9	.0076	4.0	20,843	.0138	4,353	1,168	1,232	4,331	481	*	18,338	.0083	1,541	4,585	.0098	129
Spencer	D9	.....	16.2	.0105	4.7	9,416	.0062	1,839	595	314	1,708	260	.....	14,200	.0064	877	3,021	.0072	69
Starke	D2	.....	15.9	.0102	4.7	14,219	.0094	2,941	600	286	2,653	128	.....	15,131	.0069	952	3,219	.0083	81
Steuben	G1	.....	17.6	.0114	5.5	19,110	.0126	4,032	1,107	445	4,498	443	.....	28,989	.0131	1,647	5,271	.0126	111
Sullivan	C7	.....	23.7	.0153	7.9	17,429	.0116	4,730	1,663	606	3,732	372	.....	24,712	.0112	1,043	3,128	.0121	79
Switzerland	G7	.....	7.8	.0049	2.3	3,344	.0022	867	208	138	576	83	.....	6,776	.0031	892	2,946	.0032	65
Tippecanoe	D4	.....	78.0	.0503	21.5	72,870	.0481	16,074	7,778	3,487	11,376	2,884	.....	128,473	.0583	1,647	5,975	.0538	107
Lafayette	.....	.....	37.7	.0244	11.8	58,010	.0384	11,631	7,222	3,191	9,396	2,446	20,361	67,792	.0307	1,798	5,745	.0317	130
Tipton	E4	.....	15.8	.0102	4.8	10,659	.0071	2,651	828	463	1,510	300	.....	18,861	.0086	1,194	3,929	.0085	83
Union	G6	.....	6.6	.0043	1.9	5,439	.0036	1,315	136	70	510	157	.....	8,777	.0039	1,330	4,619	.0039	91
Vanderburgh	C9	46	164.1	.1059	49.9	176,085	.1164	38,368	21,315	10,780	30,888	6,372	.....	285,230	.1294	1,738	5,716	.1208	114
▲Evansville	.....	.....	129.8	.0838	40.1	163,557	.1081	35,934	20,907	10,340	29,289	6,332	114,956	239,250	.1086	1,843	5,966	.1035	124
Vermillion	C5	.....	19.4	.0126	6.4	15,589	.0103	4,192	909	626	3,820	425	.....	23,450	.0107	1,209	3,664	.0110	87
Vigo	C6	145	107.0	.0690	34.4	116,287	.0769	25,894	20,703	5,875	23,306	3,684	.....	160,071	.0726	1,496	4,653	.0732	106
▲Terre Haute	.....	.....	65.2	.0421	21.9	104,869	.0694	20,205	20,592	5,669	22,677	3,489	74,779	111,304	.0505	1,707	5,082	.0545	129
Wabash	E3	.....	29.6	.0191	9.2	27,225	.0180	5,902	1,480	1,120	4,438	893	.....	41,585	.0189	1,405	4,520	.0187	98
Wabash	.....	.....	10.9	.0070	3.5	14,426	.0095	3,381	857	584	2,932	591	2,681	17,462	.0079	1,602	4,989	.0082	117
Warren	C4	.....	8.7	.0057	2.6	4,049	.0027	1,116	100	100	95	85	.....	11,309	.0051	1,300	4,350	.0045	76

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952



TERRE HAUTE
IS TAKING ON WEIGHT!

Terre Haute is now experiencing the greatest industrial expansion in its history. The new Allis-Chalmers plant, plus gigantic expansion programs of other industries brings new activity to a market that already boasts of retail sales in excess of $250,000,000.

The Tribune-Star *is the only newspaper offering effective family coverage of the rich 9-county Terre Haute market.*

Over $60,000,000.00 Industrial Expansion This Year Adding Over 4,000 New Workers to Terre Haute Payrolls

TERRE HAUTE TRIBUNE-STAR

Small, Brewer & Kent, Inc., Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

INDIANA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Warrick	C9		22.1	.0142	6.7	14,674	.0097	3,681	902	369	3,332	253	.....	17,360	.0079	786	2,591	.0097	68
Washington	E8		16.9	.0109	5.0	13,997	.0093	1,719	1,334	478	2,811	185	.....	12,515	.0057	741	2,503	.0078	72
Wayne	G5		70.5	.0455	21.0	75,643	.0500	15,677	7,385	4,055	16,029	2,317	.....	112,945	.0512	1,602	5,378	.0497	109
Richmond			40.6	.0262	12.7	62,617	.0414	12,111	6,503	3,759	13,563	2,088	31,372	69,310	.0315	1,707	5,457	.0334	127
Wells	F3		20.0	.0129	6.2	17,043	.0112	3,871	888	1,209	3,486	307	.....	20,554	.0093	1,028	3,315	.0106	82
Bluffton			6.2	.0040	2.1	11,530	.0076	2,214	740	824	2,323	185	6,234	7,309	.0033	1,179	3,480	.0047	118
White	D3		18.3	.0119	5.9	14,716	.0093	3,069	1,065	534	1,988	613	.....	23,787	.0108	1,300	4,032	.0107	90
Whitley	F2		19.3	.0124	6.0	17,260	.0114	3,625	833	536	3,646	372	.....	25,956	.0118	1,345	4,326	.0118	95
Columbia City			4.8	.0031	1.8	10,946	.0073	1,979	623	443	2,667	236	780	7,978	.0036	1,662	4,432	.0046	148
Total Above Cities			2,026.9	1.3084	628.2	2,927,816	1.9360	623,451	395,133	163,967	597,661	98,111	1,341,312	3,651,679	1.6568	1,802	5,813	1.6699	128
State Total			4,044.6	2.6106	1,218.1	3,982,288	2.6332	895,188	441,642	201,643	763,251	123,311	.....	6,106,702	2.7706	1,510	5,013	2.6975	103
Per Capita Sales			.....	.....	.....	985	.....	221	109	50	189	30	.....	.....	.....	.....	.....	.....	.....
Per Family Sales			.....	.....	.....	3,269	.....	735	363	166	627	101	.....	.....	.....	.....	.....	.....	.....

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

a three-fold market... rich eastern indiana



5 County **Agricultural and Industrial Areas Around Muncie, Indiana**

Effective Buying Income $292,181,000*

Retail Sales $183,254,000*

** Sales Management's 1952 Survey of Buying Power*

THE MUNCIE STAR * MUNCIE EVENING PRESS * THE SUNDAY STAR

Circulation — Daily Combination 49,836 Sunday 30,405

ABC Audit — June 30, 1951 *Represented nationally by Kelly-Smith Co.*

WGBF

EVANSVILLE, INDIANA

• Established 1923 • NBC Affiliate

HOOPER RADIO AUDIENCE INDEX

October - November 1951

8 AM - 12 Noon — Mon. - Fri. 25.1

12 Noon - 6 PM — Mon. - Fri. 37.3

6 PM - 10:30 PM — Sun. - Sat. 34.3

EVANSVILLE

WGBF

1280 KC 5 KW

WBOW

TERRE HAUTE, INDIANA

• Established 1927 • NBC Affiliate

CONLAN Survey—% of Listening Homes

December 2-8, 1951

8 AM - 12 Noon—Mon.-Sat. 44.1%

12 Noon - 6 PM—Mon.-Sat. 47.6%

6 PM - 10:30 PM—Sun.-Sat. 46.3%

TERRE HAUTE

WBOW

1230 KC 250 Watts

INDIANA — SM Standard Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
△Anderson		164	107.1	.0691	33.0	100,525	.0664	23,800	11,258	5,209	20,843	3,551		163,436	.0741	1,526	4,953	.0708	102
Evansville		46	164.1	.1059	49.9	176,085	.1164	38,368	21,315	10,780	30,888	6,372		285,230	.1294	1,438	5,716	.1208	114
Fort Wayne		49	188.9	.1220	57.3	222,777	.1473	47,444	36,075	11,960	41,172	6,859		393,927	.1787	2,085	6,875	.1578	129
Indianapolis		63	567.6	.3665	175.5	714,386	.4724	149,112	119,682	37,842	146,004	31,310		1,140,493	.5175	2,009	6,499	.4738	129
Muncie		92	93.1	.0601	28.5	83,685	.0553	18,639	9,534	5,312	16,104	2,710		142,072	.0645	1,526	4,985	.0609	101
South Bend		135	213.1	.1375	62.1	262,640	.1737	55,224	34,496	16,065	50,730	7,139		399,186	.1811	1,873	6,428	.1702	124
Terre Haute		145	107.0	.0690	34.4	116,287	.0769	25,894	20,703	5,875	23,306	3,684		160,071	.0726	1,496	4,653	.0732	106

IOWA — Counties and Cities —

(Other West North Central States: Kansas, p. 306; Minnesota, p. 370; Missouri, p. 381; Nebraska, p. 397; North Dakota, p. 464; South Dakota, p. 532.)

(Iowa state map—page 300) City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Algona	Kossuth	5.4	16	6	8	12	4
Ames	Story	24.1	35	9	8	18	8
Atlantic	Cass	6.6	22	7	12	17	4
Boone	Boone	12.2	36	7	9	13	7
Burlington	Des Moines	31.4	113	11	19	25	16
Carroll	Carroll	6.3	18	5	11	14	4
Cedar Falls	Black Hawk	14.9	30	4	13	14	4
Cedar Rapids	Linn	74.4	215	20	42	36	29
Centerville	Appanoose	7.4	39	9	12	12	6
Charles City	Floyd	10.5	25	6	13	13	6
Cherokee	Cherokee	7.8	15	5	6	12	3
Clarinda	Page	5.1	18	6	11	12	4
Clinton	Clinton	31.0	109	13	21	24	11
Council Bluffs	Pottawattamie	46.0	126	9	22	34	20
Creston	Union	8.3	34	6	8	13	4
Davenport	Scott	76.0	210	18	47	34	29
Decorah	Winneshiek	6.1	25	7	12	17	3
Des Moines	Polk	181.3	500	35	87	105	96
Dubuque	Dubuque	50.8	163	10	31	36	19
Estherville	Emmet	6.8	18	8	9	12	4
Fairfield	Jefferson	7.1	21	5	7	13	3
Fort Dodge	Webster	25.5	83	10	19	22	7
Fort Madison	Lee	15.2	46	7	17	21	8
Iowa City	Johnson	28.4	53	8	19	20	9
Keokuk	Lee	16.4	73	5	16	22	6
Le Mars	Plymouth	5.9	15	4	5	16	3
Marshalltown	Marshall	20.1	46	7	19	24	7
Mason City	Cerro Gordo	28.0	81	11	27	31	7
Muscatine	Muscatine	19.9	79	10	15	23	8
Newton	Jasper	11.9	27	6	15	14	5
Oelwein	Fayette	7.9	23	4	8	10	2
Oskaloosa	Mahaska	11.2	33	9	7	18	6

▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.

New Pulse Survey Rates KMA No.1 in Rural Midwest



Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show that KMA is the Most Listened to Station during 234 ¼-hour periods throughout the week. This is more than all other radio stations heard in this area combined. KMA delivers 117 additional BMB counties not included in the Pulse. (Total KMA area 140 BMB counties)

Not only is KMA the Most Listened to Station in the area, but KMA's rates are LOWER than any of the top 5 stations in the survey. KMA gives you more concentrated coverage of this rich, midwestern, rural market at *less than 1/3* the cost of the 2nd place station. For complete details contact Avery Knodel or KMA today.

Represented Nationally by Avery Knodel, Inc.

May Broadcasting Co., Shenandoah, Iowa

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA — (Continued)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Ottumwa	Wapello	34.2	101	11	18	22	14
Perry	Dallas	6.2	22	6	9	12	5
Red Oak	Montgomery	6.5	15	5	12	14	4
Shenandoah	Page	6.8	19	5	8	19	3
Sioux City	Woodbury	85.2	233	22	50	47	31
Spencer	Clay	7.5	22	5	9	13	3
Storm Lake	Buena Vista	7.1	15	5	11	12	4
Washington	Washington	6.0	22	4	9	16	5
Waterloo	Black Hawk	66.9	149	17	36	38	28
Webster City	Hamilton	7.7	23	5	7	9	4

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adair	C4	.....	12.3	.0079	4.0	9,634	.0064	1,612	529	270	1,089	236	.....	13,386	.0061	1,088	3,347	.0065	82
Adams	B4	.....	8.7	.0057	2.9	6,709	.0044	699	250	123	1,459	97	.....	9,214	.0042	1,059	3,177	.0045	79
Allamakee	F1	.....	16.5	.0106	4.7	16,835	.0111	3,155	1,178	615	3,338	215	.....	17,476	.0079	1,059	3,718	.0093	88

© SM, 1952.

Before using these figures, see explanation page 15.

Sales Management's

1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1952).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated

PRICE: $3.50 a single copy; $3.00 each for two or more copies

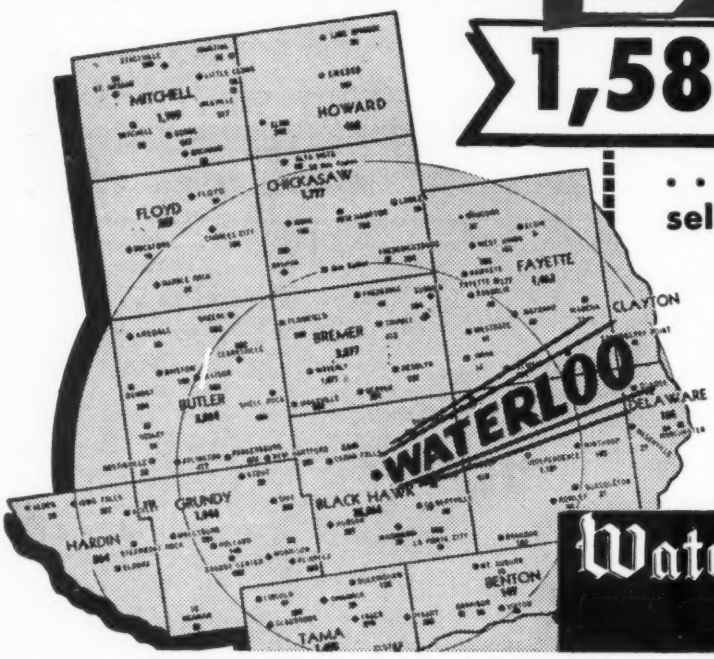
SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

WATERLOO DAILY COURIER

First*

AMONG IOWA DAILIES IN LOCAL FOOD ADVERTISING LINEAGE FOR 1951

1,586,375 LINES



. . . Only the Courier does a first class selling and merchandising job in Iowa's greatest agricultural industrial market—WATERLOO and BIG, RICH, 16—COUNTY AREA!

Contact the Courier today—direct or through their National Representatives.

* Lineage run by regular food advertisers

Waterloo Daily Courier
FIRST WITH THE NEWS
WATERLOO, IOWA
Story, Brooks & Finley, National Advertising Representatives

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Appanoose	D5		19.5	.0125	6.5	14,839	.0099	3,318	1,455	642	4,369	401	.....	21,494	.0097	1,102	3,307	.0102	82
Centerville			7.4	.0048	2.4	11,589	.0077	2,378	1,352	596	3,745	360	622	11,052	.0050	1,494	4,605	.0058	121
Audubon	B3		11.8	.0076	3.5	13,499	.0089	2,070	267	609	2,950	195	.....	14,202	.0065	1,204	4,058	.0073	96
Benton	E3		22.9	.0148	7.1	21,225	.0140	4,160	929	837	3,289	345	.....	30,548	.0138	1,334	4,303	.0140	95
Black Hawk	E2	153	103.5	.0668	30.8	119,171	.0788	22,898	15,244	8,064	21,070	3,186	.....	180,106	.0818	1,740	5,848	.0779	117
▲Waterloo			66.9	.0432	20.5	93,899	.0621	17,743	14,799	7,051	15,675	2,712	53,181	118,362	.0537	1,769	5,774	.0541	125
Cedar Falls			14.9	.0096	4.1	14,739	.0097	2,980	356	797	3,703	330	1,481	26,586	.0121	1,784	6,484	.0109	114
Boone	C3		28.1	.0181	8.6	25,193	.0167	4,927	1,437	841	6,049	639	.....	30,157	.0136	1,073	3,507	.0154	85
Boone			12.2	.0079	4.1	17,934	.0119	3,757	929	604	5,194	551	*	15,564	.0070	1,276	3,796	.0086	109

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Compare

AND GET YOUR SHARE OF THIS RICH FARM and CITY MARKET

plus REAL MERCHANDISING COOPERATION

	U. S. A.	MASON CITY, IOWA
QUALITY MARKET INDEX	100	139
AVG. FAMILY INCOME	$4922	$5760

by using the MASON CITY GLOBE-GAZETTE
MASON CITY, IOWA
Represented by JANN & KELLEY, INC., New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

MEMBER
Northwest Daily Press Ass'n.
Minneapolis
Iowa Daily Press Ass'n.
Des Moines



TO HIT THE RICHEST FARM AREA

NORTHERN IOWA
SOUTHERN MINNESOTA

RETAIL SALES $504,111,000

GROSS FARM INCOME $548,441,000

USE

kglo

MASON CITY, IOWA

HOOPER RADIO AUDIENCE INDEX

CITY: MASON CITY, IOWA — PERIOD, FALL, 1951 — SHARE OF RADIO AUDIENCES**

TIME — MON. THRU FRI.	RADIO SETS IN USE*	KGLO (CBS)	A	B	C	D	E	OTHERS
8:00 A. M. — 10:00 A. M.	25.5	66.0	13.3	1.3	7.3	4.0	6.0	2.0
10:00 A. M. — 12:00 NOON	19.5	65.3	10.6	ϕ	9.7	6.8	5.9	1.7
12:00 NOON — 2:00 P. M.	23.1	75.2	6.1	ϕ	13.4	1.9	2.3	1.1
2:00 P. M. — 4:00 P. M.	23.8	72.3	11.0	ϕ	9.9	3.8	1.0	2.0
4:00 P. M. — 6:00 P. M.	26.8	61.7	4.9	0.6	25.2	7.5	0.9	3.6
6:00 P. M. — 8:00 P. M.	44.0	82.4	7.2	ϕ	8.1		ϕ	2.2

Adjusted to compensate for the fact that Radio Station "D" signs off at local sunset.
ϕ No listeners found in sample.

* Base: Random homes called.
** Base: Total radio program identification in random homes.

Lee STATIONS

kglo

MASON CITY, IOWA
1300 KC — 5000 Watts
Full Time, CBS

AFFILIATED WITH WTAD, QUINCY, ILLINOIS
930 KC — 5000 Watts Daytime, CBS • 1000 Watts Night CBS

For availabilities write or call Walter J. Rothschild, Nat'l Sales Mgr., Lee Stations, Quincy, Ill.
Represented by Weed & Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bremer	E2		19.1	.0124	5.7	21,771	.0144	3,691	1,104	639	3,734	272		24,923	.0113	1,305	4,372	.0125	101
Buchanan	E2		22.1	.0142	5.9	18,061	.0119	3,200	685	894	2,501	254		21,145	.0096	957	3,584	.0112	79
Buena Vista	B2		21.6	.0140	6.8	26,814	.0177	4,948	1,203	981	4,259	531		27,882	.0127	1,291	4,100	.0145	104
Storm Lake			7.1	.0045	2.1	15,821	.0104	2,901	773	772	3,407	319	2,286	11,842	.0054	1,668	5,639	.0067	149
Butler	D2		17.6	.0113	5.4	18,345	.0122	2,669	929	410	4,025	267		22,453	.0102	1,276	4,158	.0110	97
Calhoun	B2		17.1	.0111	5.4	15,786	.0104	3,092	364	445	2,995	395		22,571	.0102	1,320	4,180	.0104	94
Carroll	B3		23.2	.0150	6.4	30,385	.0201	4,612	2,028	1,478	6,537	482		27,597	.0125	1,190	4,312	.0153	102
Carroll			6.3	.0041	1.9	15,861	.0105	2,351	1,059	914	4,086	268	4,170	8,316	.0038	1,320	4,377	.0059	144
Cass	B4		18.8	.0121	6.1	23,793	.0157	4,136	1,656	1,144	5,079	576		25,908	.0118	1,378	4,247	.0130	107
Atlantic			6.6	.0043	2.1	16,184	.0107	2,598	1,473	949	3,731	394	3,240	10,532	.0048	1,596	5,015	.0065	151
Cedar	F3		18.0	.0116	5.3	17,596	.0117	2,654	840	364	3,660	305		25,329	.0115	1,407	4,779	.0116	100
Cerro Gordo	D1		46.3	.0299	14.3	63,416	.0419	12,385	8,055	2,806	14,512	1,470		75,228	.0341	1,625	5,261	.0356	119
Mason City			28.0	.0180	8.6	51,527	.0341	8,450	7,716	2,765	13,121	1,296	24,931	49,539	.0224	1,769	5,760	.0250	139

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Before using these figures, see explanation page 15.



A+ In Your Advertising

Now, more than ever, the Dubuque Telegraph-Herald and its radio affiliate, KDTH, strive to give you a "PLUS" in your advertising. The newest plus is the unique Dealer Assurance Plan.

When you advertise in the Telegraph-Herald or on KDTH, you can have our sales promotion department personally sell your dealers on supporting your promotion. This is done not just in the city of Dubuque but throughout the Dubuqueland area of Iowa, Wisconsin and Illinois. It means added dealer participation and uniformity of dealer promotion.

It means a "plus" from your advertising campaign because the dealers themselves have a cash stake in its appeal to the consumer.

With Dubuque the newest metropolitan area, having a population of about 52,000*, you'll want to get full details on the greater advantages of using the Telegraph-Herald and KDTH. Contact our sales promotion department or the nearest office of our representatives.

TELEGRAPH-HERALD
represented by
JANN & KELLEY, INC.

DUBUQUE, IOWA

STATION KDTH
represented by
JOHN E. PEARSON CO.

*New population data expected to be released by Bureau of Census before June 1.

IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Cherokee	B2	.....	19.3	.0125	5.2	19,803	.0131	3,153	1,162	601	4,781	508	.....	26,597	.0121	1,378	5,115	.0125	100
Cherokee	.....	.....	7.8	.0051	2.4	14,473	.0095	2,161	830	451	4,297	410	3,582	12,103	.0055	1,552	5,043	.0066	129
Chickasaw	E1	.....	15.3	.0098	4.4	17,102	.0113	3,880	762	752	3,858	304	.....	17,969	.0081	1,174	4,084	.0094	96
Clarke	C4	.....	9.4	.0061	3.1	8,893	.0059	2,368	537	305	1,621	189	.....	9,683	.0044	1,030	3,124	.0052	85
Clay	B1	.....	18.4	.0119	5.6	28,460	.0188	5,315	1,408	964	6,496	536	.....	27,221	.0124	1,479	4,861	.0142	119
Spencer	.....	.....	7.5	.0048	2.5	21,739	.0144	4,076	880	723	6,300	467	5,342	11,095	.0051	1,479	4,438	.0078	163
Clayton	F2	.....	22.5	.0145	6.6	19,965	.0132	3,576	1,036	831	4,033	395	.....	28,705	.0130	1,276	4,221	.0134	92
Clinton	G3	.....	50.6	.0327	15.4	59,392	.0393	12,271	5,163	2,624	13,493	1,184	.....	85,108	.0386	1,682	5,526	.0376	115
Clinton	.....	.....	31.0	.0200	9.6	42,569	.0282	9,725	4,642	2,245	10,085	962	9,290	57,987	.0263	1,871	6,040	.0256	128
Crawford	B3	.....	19.9	.0128	5.8	18,700	.0123	3,756	1,514	657	2,633	393	.....	25,108	.0114	1,262	4,329	.0120	94
Dallas	C3	.....	23.9	.0154	7.8	25,167	.0167	5,532	1,750	921	4,726	639	.....	34,327	.0156	1,436	4,401	.0159	103
Perry	.....	.....	6.2	.0040	2.2	11,743	.0077	2,644	1,355	581	2,356	377	1,672	10,970	.0049	1,769	4,986	.0055	138
Davis	E5	.....	9.9	.0064	3.2	5,460	.0036	1,440	129	283	1,012	190	.....	10,485	.0047	1,059	3,277	.0047	73
Decatur	C5	.....	12.5	.0081	3.8	8,997	.0059	2,329	650	399	1,616	258	.....	12,512	.0057	1,001	3,293	.0062	77
Delaware	F2	.....	17.9	.0115	5.1	13,689	.0091	2,720	512	574	2,156	326	.....	20,771	.0094	1,160	4,073	.0097	84
Des Moines	F4	.....	43.4	.0281	13.6	49,150	.0325	11,397	5,265	3,226	9,278	1,640	.....	65,468	.0297	1,508	4,814	.0302	107
Burlington	.....	.....	31.4	.0203	10.2	44,738	.0296	10,394	4,914	2,919	8,921	1,557	*	50,105	.0228	1,596	4,912	.0243	120
Dickinson	B1	.....	12.9	.0083	4.0	14,451	.0095	2,543	674	606	2,763	336	.....	18,153	.0083	1,407	4,538	.0087	105
Dubuque	F2	169	73.2	.0472	19.3	84,828	.0561	16,961	14,762	3,155	14,407	1,379	.....	123,121	.0558	1,682	6,379	.0542	115
1△Dubuque	.....	.....	50.8	.0328	14.0	70,043	.0463	15,070	13,472	2,753	11,355	1,242	30,786	89,877	.0408	1,769	6,420	.0408	124
Emmet	B1	.....	14.3	.0093	4.2	15,639	.0104	3,115	989	727	2,885	408	.....	21,771	.0099	1,522	5,184	.0099	106
Estherville	.....	.....	6.8	.0044	2.1	11,997	.0080	2,257	791	562	2,472	265	3,312	11,240	.0051	1,653	5,352	.0058	132
Fayette	E2	.....	28.5	.0184	8.5	26,734	.0178	5,193	1,843	1,006	5,758	496	.....	32,644	.0148	1,145	3,840	.0164	89
Oelwein	.....	.....	7.9	.0051	2.4	13,117	.0086	2,544	1,142	564	2,947	88	1,243	12,257	.0055	1,552	5,107	.0063	124
Floyd	D1	.....	22.0	.0142	6.6	20,897	.0139	4,612	1,133	1,022	3,942	533	.....	26,170	.0119	1,190	3,965	.0130	92
Charles City	.....	.....	10.5	.0068	3.3	16,166	.0107	3,493	991	781	3,784	474	2,598	13,248	.0060	1,262	4,015	.0076	112
Franklin	D2	.....	16.5	.0106	5.1	15,553	.0103	2,684	643	723	3,479	224	.....	20,107	.0091	1,219	3,943	.0098	92
Fremont	A5	.....	12.3	.0080	3.9	10,346	.0068	2,195	482	592	2,482	237	.....	14,446	.0066	1,174	3,704	.0069	86
Greene	C3	.....	15.7	.0101	4.9	16,149	.0107	2,995	819	365	3,999	351	.....	20,722	.0094	1,320	4,229	.0099	98
Grundy	D2	.....	13.8	.0089	4.3	12,771	.0084	2,088	466	537	2,785	315	.....	19,613	.0089	1,421	4,561	.0088	99
Guthrie	C3	.....	15.2	.0098	4.8	12,759	.0085	2,275	323	346	2,908	267	.....	15,657	.0071	1,030	3,262	.0081	83
Hamilton	C2	.....	20.0	.0129	6.2	20,370	.0134	3,922	1,651	1,146	2,830	497	.....	27,561	.0125	1,378	4,445	.0129	100
Webster City	.....	.....	7.7	.0049	2.3	13,446	.0089	2,507	1,277	1,069	2,362	350	*	12,728	.0058	1,653	5,534	.0065	133
Hancock	C1	.....	15.2	.0098	4.4	13,217	.0088	2,651	367	523	2,821	269	.....	18,523	.0084	1,219	4,210	.0088	90
Hardin	D2	.....	22.5	.0146	7.3	30,214	.0199	5,274	1,182	925	7,084	542	.....	28,426	.0120	1,174	3,620	.0149	102
Harrison	A3	.....	19.5	.0125	5.9	17,497	.0116	3,320	1,347	730	2,789	520	.....	20,654	.0093	1,059	3,501	.0106	85

1 In February, 1952, an annexation of 1,200 acres brought the population of the new Dubuque corporate limits to an estimated 52,000 persons.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
© SM, 1952.

YOU'RE IN...



IN 9 OUT OF 10 OF IOWA'S BEST FARM HOMES

IN THE FARM PUBLICATION "DEPENDED ON MOST"

IN IOWA

IN THE TOP SELLING MEDIUM
IN THE TOP SELLING MARKET



LEADERSHIP

by every standard of measurement!

Facts and figures prove that Iowa is the nation's top farm market . . . and that Wallace's Farmer and Iowa Homestead is the top selling medium for this rich market. The five basic standards for measuring market and media, listed below, tell the story. Write us for the reports you want.

1. **COVERAGE:** Check ABC figures in Standard Rate & Data for the breakdown of actual farm coverage.

2. **QUALITY OF READER:** See the study titled "Measuring the World's Biggest Farmer", based on special U. S. census tabulations.

3. **READER TRAFFIC:** Check your Continuing Study of Farm Publications No. 4 for readership facts about both Iowa farm men and women.

4. **READER PREFERENCE:** Send for "InFARMation Please", a study of the information sources of Iowa farmers, based on Iowa State College area sampling survey.

5. **DEALER PREFERENCE:** Tell us the kind of dealer you're interested in and we'll give you the dealers' own answers about the type of advertising they prefer.

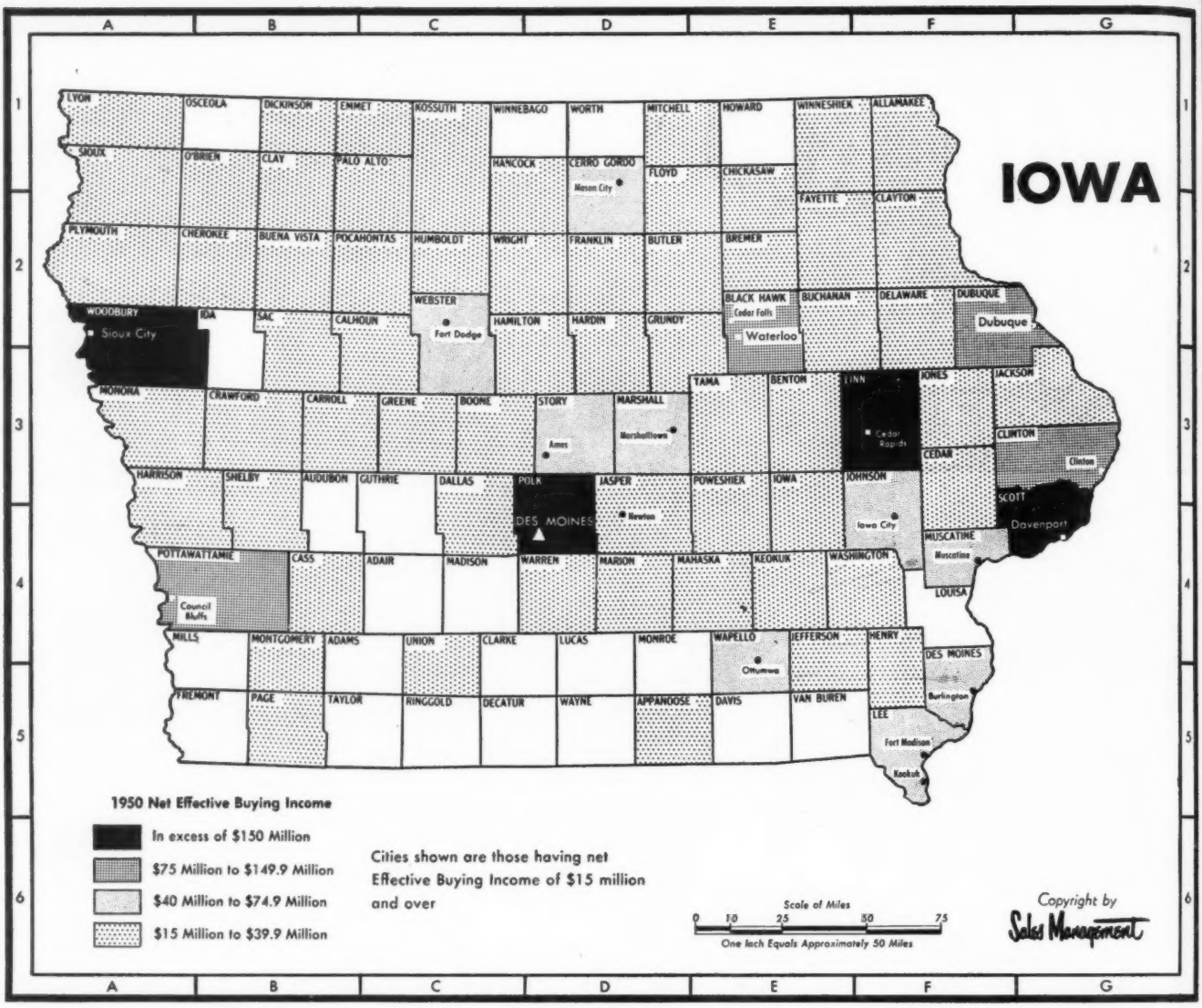
When your sales message is in Wallace's Farmer and Iowa Homestead it's in 9 out of 10 of Iowa's best farm homes. It's in the farm publication more Iowa farmers and their homemakers read than any other single medium. More of them read it and rely upon it for more different types of farm and home information than any other publication.

It's your best "in" in this top farm market because the confidence its readers have in their local homestate farm publication naturally has a strong influence on their buying habits.

Farm trade dominates 92% of Iowa towns. So to sell Iowa, sell its farmers. To sell them tell them right in their homes . . . through Wallace's Farmer and Iowa Homestead.

WALLACES' FARMER AND IOWA HOMESTEAD

Dante M. Pierce,
Publisher
DES MOINES, IOWA



IOWA — (Continued)

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Henry	F4		19.0	.0123	5.5	16,542	.0109	3,138	1,681	661	3,336	423		20,676	.0094	1,088	3,759	.0104	85
Howard	E1		13.3	.0086	3.8	13,148	.0087	2,388	406	607	1,171	185		14,087	.0064	1,059	3,707	.0075	87
Humboldt	C2		13.2	.0085	4.0	13,131	.0087	2,486	443	578	2,527	217		17,608	.0080	1,334	4,402	.0083	98
Ida	B2		10.8	.0070	3.3	13,359	.0089	2,275	344	574	1,627	292		15,815	.0072	1,464	4,792	.0077	110
Iowa	E3		15.9	.0102	4.9	16,457	.0109	2,763	1,684	805	2,342	295		19,838	.0090	1,248	4,049	.0098	96
Jackson	F3		18.8	.0122	5.6	17,716	.0117	3,386	1,169	554	4,137	416		23,985	.0109	1,276	4,283	.0114	93
Jasper	D3		32.7	.0211	10.1	30,014	.0199	7,570	2,069	1,324	4,959	726		41,718	.0189	1,276	4,130	.0196	93
Newton			11.9	.0077	3.8	19,153	.0127	4,363	1,916	1,142	3,969	464	1,719	16,912	.0077	1,421	4,451	.0092	119
Jefferson	E4		15.7	.0101	5.0	14,235	.0094	3,065	1,178	634	2,422	343		19,589	.0089	1,248	3,918	.0093	92
Fairfield			7.1	.0046	2.5	11,698	.0077	2,426	1,040	555	2,250	187	*	10,197	.0046	1,436	4,079	.0055	120
Johnson	F3		48.0	.0310	12.7	46,706	.0309	8,569	5,423	1,788	8,057	1,536		68,940	.0313	1,436	5,428	.0311	100
Iowa City			28.4	.0183	7.2	40,069	.0265	7,549	5,069	1,641	6,988	1,375	5,367	49,848	.0226	1,755	6,923	.0229	125
Jones	F3		19.6	.0127	5.7	19,983	.0132	3,285	678	706	2,137	405		23,315	.0105	1,190	4,090	.0118	93
Keokuk	E4		17.0	.0109	5.5	16,421	.0108	2,369	817	583	2,695	285		22,933	.0104	1,349	4,170	.0106	97
Kossuth	C1		26.5	.0171	7.4	26,554	.0176	4,743	1,151	767	5,329	529		33,808	.0154	1,276	4,569	.0164	96
Algona			5.4	.0035	1.6	13,133	.0087	1,794	754	608	3,831	256	*	8,535	.0039	1,581	5,334	.0052	149
Lee	F5		43.8	.0283	13.3	40,966	.0271	9,343	3,137	2,907	7,711	1,406		64,138	.0291	1,464	4,822	.0283	100
Keokuk			16.4	.0106	5.3	19,666	.0130	4,693	1,609	1,630	3,949	610	6,135	23,308	.0106	1,421	4,398	.0113	107
Fort Madison			15.2	.0098	4.6	16,355	.0108	3,595	1,236	997	3,460	729	2,865	24,469	.0111	1,610	5,319	.0107	109

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

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The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a *must* for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

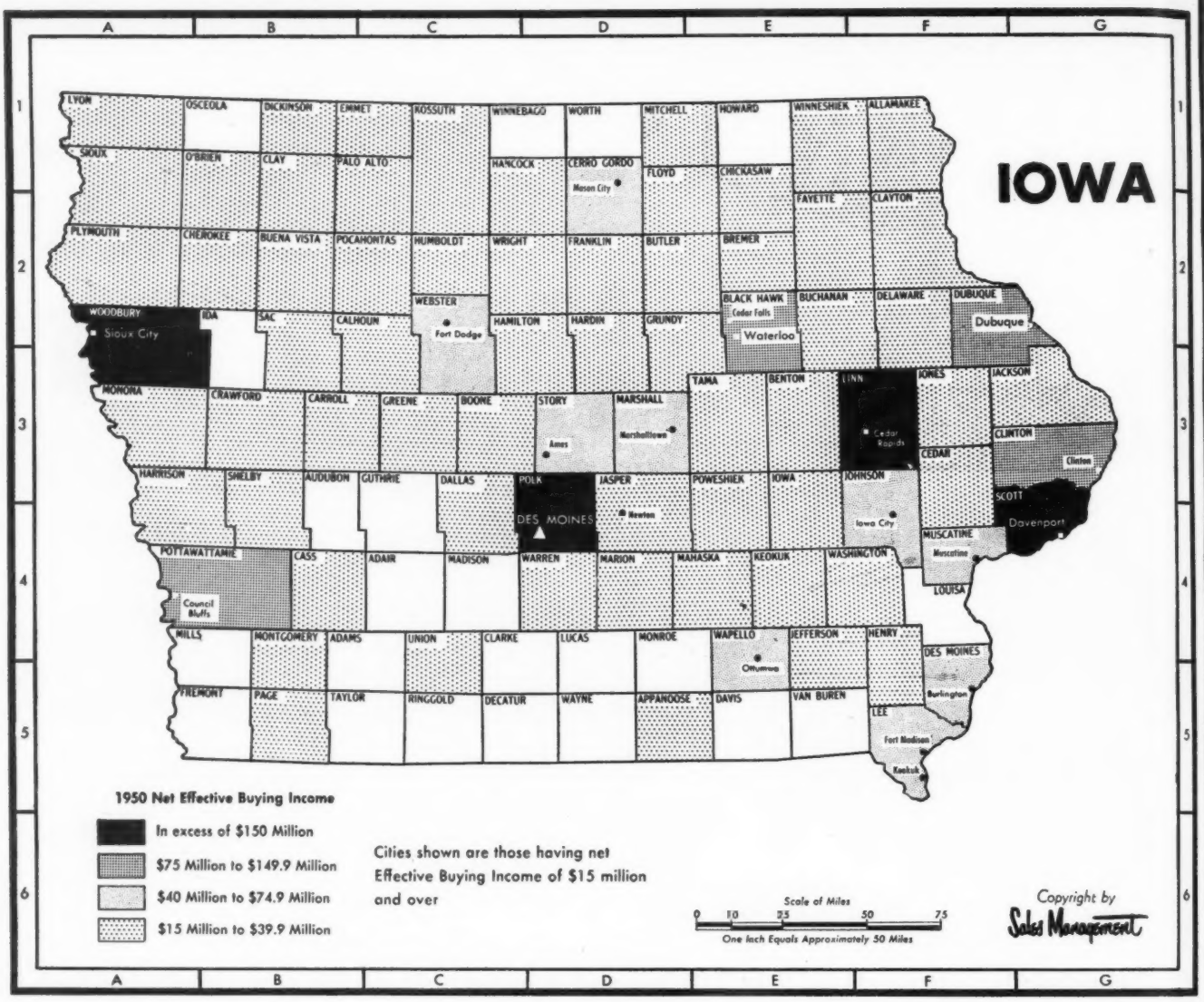
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



IOWA — (Continued)

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Howard	E1		13.3	.0086	3.8	13,148	.0087	2,388	406	607	1,171	185		14,087	.0064	1,059	3,707	.0075	87
Humboldt	C2		13.2	.0085	4.0	13,131	.0087	2,486	443	578	2,527	217		17,608	.0080	1,334	4,402	.0083	98
Ida	B2		10.8	.0070	3.3	13,359	.0089	2,275	344	574	1,627	292		15,815	.0072	1,464	4,792	.0077	110
Iowa	E3		15.9	.0102	4.9	16,457	.0109	2,763	1,684	805	2,342	295		19,838	.0090	1,248	4,049	.0098	96
Jackson	F3		18.8	.0122	5.6	17,716	.0117	3,386	1,169	554	4,137	416		23,985	.0109	1,276	4,283	.0114	93
Jasper	D3		32.7	.0211	10.1	30,014	.0199	7,570	2,069	1,324	4,959	726		41,718	.0189	1,276	4,130	.0196	93
Newton			11.9	.0077	3.8	19,153	.0127	4,363	1,916	1,142	3,969	464	1,719	16,912	.0077	1,421	4,451	.0092	119
Jefferson	E4		15.7	.0101	5.0	14,235	.0094	3,065	1,178	634	2,422	343		19,589	.0089	1,248	3,918	.0093	92
Fairfield			7.1	.0046	2.5	11,698	.0077	2,426	1,040	555	2,250	187	*	10,197	.0046	1,436	4,079	.0055	120
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Iowa City			28.4	.0183	7.2	40,069	.0265	7,549	5,069	1,641	6,988	1,375	5,367	49,848	.0226	1,755	6,923	.0229	125
Jones	F3		19.6	.0127	5.7	19,983	.0132	3,285	678	706	2,137	405		23,315	.0105	1,190	4,090	.0118	93
Keokuk	E4		17.0	.0109	5.5	16,421	.0108	2,369	817	583	2,695	285		22,933	.0104	1,349	4,170	.0106	97
Kossuth	C1		26.5	.0171	7.4	26,554	.0176	4,743	1,151	767	6,329	529		33,808	.0154	1,276	4,569	.0164	96
Algona			5.4	.0085	1.6	13,133	.0087	1,794	754	608	3,831	256	*	8,535	.0039	1,581	5,334	.0052	149
Lee	F5		43.8	.0283	13.3	40,966	.0271	9,343	3,137	2,907	7,711	1,406		64,138	.0291	1,464	4,822	.0283	100
Keokuk			16.4	.0106	5.3	19,666	.0130	4,693	1,609	1,630	3,949	610	6,135	23,308	.0106	1,421	4,398	.0113	107
Fort Madison			15.2	.0098	4.6	16,355	.0108	3,595	1,236	997	3,460	729	2,865	24,469	.0111	1,610	5,319	.0107	109

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WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Metropolitan CEDAR RAPIDS (LINN COUNTY, IOWA)

POPULATION 104,274 — SECOND LARGEST IN IOWA

96% Coverage Daily and Sunday by The Cedar Rapids Gazette

Eight other eastern Iowa counties included in the CEDAR RAPIDS RETAIL TRADING ZONE have daily and Sunday newspaper coverage of families by The Cedar Rapids Gazette as follows: Jones 69%; Benton 58%; Iowa 62%; Cedar 40%; Tama 21%; Delaware 38%; Buchanan 18%; Johnson 14%. The Cedar Rapids Gazette also has considerable circulation, daily and Sunday, in nine additional eastern Iowa counties with coverage running as high as 15%.

Represented Nationally by
ALLEN-KLAPP COMPANY
New York, Chicago, Detroit

The Cedar Rapids Gazette

IOWA'S 1951
LOCAL—RETAIL
LINAGE LEADER

IOWA — (Continued)

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Linn	F3	23	107.0	.0691	33.5	132,544	.0876	22,686	16,132	8,109	25,484	4,472	.....	190,919	.0886	1,784	5,699	.0834	121
▲Cedar Rapids	.....	.....	74.4	.0480	23.7	112,296	.0743	18,019	15,905	7,672	23,766	4,071	87,726	142,452	.0646	1,915	6,011	.0642	134
Louisa	F4	.....	11.0	.0071	3.4	12,804	.0085	1,970	349	231	2,759	291	.....	14,673	.0066	1,334	4,316	.0073	103
Lucas	D4	.....	12.1	.0078	4.0	13,542	.0089	2,982	1,143	424	1,235	279	.....	15,789	.0072	1,305	3,947	.0078	100
Lyon	A1	.....	14.9	.0096	4.3	12,918	.0086	1,989	940	425	2,155	246	.....	20,742	.0094	1,392	4,824	.0092	96
Madison	C4	.....	13.2	.0085	4.3	12,091	.0080	2,134	685	311	1,885	307	.....	14,935	.0068	1,131	3,473	.0075	88
Mahaska	E4	.....	24.8	.0160	8.1	26,305	.0174	4,225	3,395	1,184	4,650	714	.....	30,569	.0139	1,233	3,774	.0154	96
Oskaloosa	.....	.....	11.2	.0073	3.9	23,090	.0152	3,655	3,063	1,086	4,487	655	*	14,782	.0067	1,320	3,790	.0094	129
Marion	D4	.....	26.1	.0169	7.7	19,308	.0127	5,053	913	1,027	3,012	524	.....	31,806	.0144	1,219	4,131	.0144	85
Marshall	D3	.....	38.1	.0233	11.0	44,901	.0297	9,229	4,863	2,372	9,038	1,007	.....	52,863	.0240	1,484	4,806	.0256	110
Marshalltown	.....	.....	20.1	.0129	6.4	37,179	.0246	7,643	4,793	2,028	7,977	935	20,258	31,490	.0143	1,567	4,920	.0171	133
Mills	A4	.....	14.0	.0090	3.7	11,673	.0077	2,061	278	275	3,303	282	.....	14,421	.0065	1,030	3,898	.0074	82
Mitchell	D1	.....	14.1	.0091	4.2	15,715	.0104	2,525	524	958	2,104	165	.....	17,790	.0081	1,262	4,236	.0090	99
Monona	A3	.....	16.4	.0106	5.0	14,433	.0096	2,718	361	503	2,589	341	.....	19,508	.0088	1,190	3,902	.0094	89
Monroe	D4	.....	11.7	.0076	3.6	8,484	.0056	2,175	731	307	2,005	176	.....	11,371	.0052	972	3,159	.0058	76
Montgomery	B4	.....	15.8	.0102	5.2	18,291	.0121	3,257	750	1,056	3,734	454	.....	22,915	.0104	1,450	4,407	.0109	107
Red Oak	.....	.....	6.5	.0042	2.2	13,113	.0087	2,261	468	799	2,799	337	1,299	10,933	.0050	1,682	4,970	.0059	140
Muscatine	F4	.....	33.6	.0216	10.3	38,950	.0257	7,144	3,421	1,482	8,609	628	.....	46,775	.0212	1,392	4,541	.0226	105
Muscatine	.....	.....	19.9	.0129	6.3	30,524	.0202	5,971	2,957	1,231	7,382	474	*	28,582	.0129	1,436	4,537	.0151	117
O'Brien	B1	.....	19.2	.0124	5.9	23,342	.0155	4,018	1,553	915	3,802	409	.....	29,233	.0133	1,523	4,955	.0138	111
Osceola	B1	.....	10.4	.0068	3.0	10,572	.0070	1,820	623	348	1,842	94	.....	12,976	.0059	1,248	4,325	.0064	94
Page	B5	.....	24.1	.0155	7.3	36,283	.0239	4,540	2,535	1,482	6,269	827	.....	28,668	.0130	1,190	3,927	.0168	108
Clarinda	.....	.....	5.1	.0033	1.8	16,714	.0110	1,630	833	569	2,673	272	*	6,286	.0029	1,233	3,492	.0054	164
Shenandoah	.....	.....	6.8	.0044	2.1	16,707	.0111	2,072	1,664	835	3,509	504	1,299	9,862	.0044	1,450	4,696	.0064	145
Palo Alto	B1	.....	15.3	.0099	4.5	15,592	.0104	2,670	895	511	2,402	355	.....	19,090	.0086	1,248	4,242	.0094	95
Plymouth	A2	.....	23.6	.0152	6.6	26,205	.0173	4,496	1,034	590	4,323	537	.....	30,108	.0137	1,276	4,562	.0151	99
Le Mars	.....	.....	5.9	.0038	1.9	12,786	.0084	2,449	669	167	2,663	280	*	8,214	.0038	1,392	4,323	.0052	137
Pocahontas	B2	.....	15.6	.0101	4.7	14,288	.0094	2,818	535	722	2,815	379	.....	21,717	.0099	1,392	4,621	.0098	97
Polk	D3	40	231.5	.1494	73.0	280,476	.1855	52,725	42,082	14,949	61,766	8,626	.....	429,780	.1949	1,857	5,887	.1830	122
▲Des Moines	.....	.....	181.3	.1170	58.3	262,154	.1734	48,007	41,782	14,770	58,088	8,239	330,766	357,676	.1622	1,973	6,135	.1565	134
Pottawattamie	A4	100	70.7	.0457	21.2	67,397	.0446	15,749	6,010	2,951	11,063	1,996	.....	104,593	.0475	1,479	4,934	.0463	101
Council Bluffs	.....	.....	46.0	.0297	14.0	52,110	.0344	13,187	2,550	2,608	9,362	1,699	38,345	71,374	.0324	1,552	5,098	.0324	109
Poweshiek	E3	.....	19.6	.0126	5.7	19,056	.0126	3,984	1,002	880	3,927	416	.....	28,150	.0128	1,436	4,939	.0127	101
Ringgold	C5	.....	9.5	.0061	3.2	6,653	.0044	938	335	136	1,659	174	.....	9,234	.0042	972	2,886	.0048	75
Sac	B2	.....	17.5	.0113	5.4	18,027	.0119	3,305	654	845	2,666	364	.....	23,098	.0104	1,320	4,277	.0110	97

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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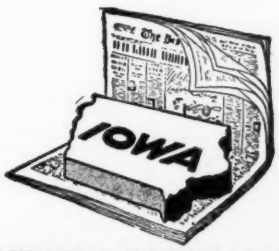
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Don't let the name fool you. Far more than intensively covering a city, the Des Moines Sunday Register speeds all over Iowa . . . hitting *every* county in force.

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HEADQUARTERS: DAVENPORT, IOWA

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IOWA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Scott	F3	36	103.2	.0667	31.0	126,876	.0839	22,914	20,165	6,457	23,368	3,575	.....	205,048	.0931	1,987	6,614	.0851	128
▲Davenport	.....	.....	76.0	.0490	23.4	112,138	.0742	19,732	19,757	6,213	21,696	3,344	64,078	157,634	.0715	2,074	6,736	.0678	138
Shelby	B3	.....	16.0	.0103	4.6	16,382	.0108	2,006	890	559	3,302	314	.....	21,584	.0098	1,349	4,692	.0102	99
Sioux	A1	.....	26.3	.0170	7.5	26,669	.0176	4,942	1,349	1,016	3,632	605	.....	30,125	.0136	1,145	4,017	.0155	91
Story	D3	.....	45.7	.0295	12.9	42,646	.0282	10,200	3,245	1,356	8,707	1,195	.....	58,990	.0268	1,291	4,573	.0278	94
Ames	.....	.....	24.1	.0156	6.3	25,171	.0166	6,062	2,977	602	6,179	823	1,013	35,992	.0164	1,493	5,713	.0163	104
Tama	E3	.....	21.8	.0140	6.8	22,969	.0152	3,635	624	716	3,678	308	.....	26,566	.0120	1,219	3,907	.0134	96
Taylor	B5	.....	12.5	.0081	4.2	8,464	.0056	1,670	379	253	1,304	182	.....	13,779	.0063	1,102	3,281	.0065	80
Union	C4	.....	15.5	.0100	5.1	16,179	.0107	3,279	1,221	1,050	3,547	458	.....	19,774	.0090	1,278	3,877	.0097	97
Creston	.....	.....	8.3	.0054	2.7	12,793	.0085	2,444	1,131	878	3,084	340	*	11,921	.0054	1,436	4,415	.0063	117
Van Buren	E5	.....	11.0	.0071	3.7	7,255	.0048	1,371	574	285	1,207	111	.....	14,199	.0064	1,291	3,838	.0061	86
Wapello	E4	.....	47.6	.0307	15.1	46,673	.0309	10,481	4,231	2,461	11,605	1,582	.....	69,035	.0313	1,450	4,572	.0311	101
Ottumwa	.....	.....	34.2	.0220	11.0	42,621	.0282	9,567	3,917	2,392	11,496	1,505	*	51,076	.0232	1,493	4,643	.0244	111

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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WOC COVERS THIS

7-County "NATURAL" *THAT HAS $692,648,000 in the Pot*

$692,648,000 represents the annual effective buying income of the 396,886 people in WOC's 7-county coverage area—Cedar, Clinton, Muscatine, Scott counties in Iowa; Henry, Mercer, Rock Island counties in Illinois. WOC has a regular weekly daytime audience in this area of 7 out of each 10 families—234,848 people. And these people have SPENDING POWER WELL ABOVE THE AVERAGE, as shown by the following figures:

Effective Buying INCOME
per capita **$1745**
22.6% ABOVE Natl. Average

Total RETAIL Sales
per capita **$1146**
17.4% ABOVE Natl. Average

General Merch. Sales
per capita **$130**
12.5% ABOVE Natl. Average

Automotive Sales
per capita **$232**
39.7% ABOVE Natl. Average

Food Sales
per capita **$239**
1.8% ABOVE Natl. Average

Drug Sales
per capita **$29**
2.2% ABOVE Natl. Average

Above figures based on Sales Management "Survey of Buying Power—1952"

WOC
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Rock Island in Illinois

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

IOWA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Warren	D4		17.9	.0116	5.4	11,956	.0079	2,761	481	312	1,518	203		24,919	.0113	1,392	4,615	.0103	89
Washington	E4		19.7	.0127	6.2	24,078	.0159	3,370	1,890	862	3,941	566		26,575	.0121	1,349	4,286	.0134	106
Washington			6.0	.0039	2.1	12,470	.0082	2,406	1,280	518	2,277	401	1,924	9,225	.0041	1,538	4,393	.0053	136
Wayne	D5		11.8	.0076	4.1	8,685	.0057	1,877	407	301	1,662	251		12,841	.0058	1,088	3,132	.0061	80
Webster	C2		45.0	.0291	13.5	56,131	.0372	9,754	8,783	2,115	9,744	1,068		71,808	.0326	1,596	5,319	.0333	114
Fort Dodge			25.5	.0165	7.9	48,295	.0319	8,072	8,699	1,877	9,423	970	*	45,858	.0209	1,798	5,805	.0233	141
Winnebago	C1		13.6	.0088	3.9	15,576	.0103	2,524	680	613	3,134	330		16,573	.0075	1,219	4,249	.0086	98
Winneshiek	E1		21.8	.0140	6.1	18,097	.0119	3,419	1,467	1,077	3,392	337		23,396	.0106	1,073	3,835	.0117	84
Decorah			6.1	.0039	1.7	11,916	.0079	2,175	906	843	2,295	244	4,876	8,052	.0036	1,320	4,736	.0049	126
Woodbury	A2	133	105.5	.0681	32.2	135,756	.0898	25,267	22,788	4,752	23,998	4,336		183,586	.0833	1,740	5,701	.0822	121
▲Sioux City			85.2	.0550	26.3	122,828	.0812	22,746	22,534	4,503	21,953	3,934	185,298	153,218	.0695	1,798	5,826	.0701	127
Worth	D1		11.1	.0072	3.3	8,684	.0057	1,977	219	127	1,893	155		12,881	.0059	1,160	3,903	.0061	85
Wright	C2		20.0	.0129	6.2	20,777	.0138	4,374	599	907	3,304	555		28,144	.0127	1,407	4,539	.0131	102
Total Above Cities			1,044.0	.6739	323.8	1,582,564	1.0464	300,547	206,260	83,260	333,097	45,070	900,704	1,821,299	.8263	1,745	5,625	.8611	128
State Total			2,659.8	1.7168	806.0	2,848,300	1.8834	540,003	266,617	126,382	545,032	70,054		3,847,135	1.7454	1,446	4,773	1.7811	104
Per Capita Sales						1,071		203	100	48	205	26							
Per Family Sales						3,534		670	331	157	676	87							

IOWA— SM Standard Metropolitan County Areas

Cedar Rapids		23	107.0	.0691	33.5	132,544	.0876	22,686	16,132	8,109	25,484	4,472		190,919	.0866	1,784	5,699	.0834	121
Davenport (Iowa)-Rock Island-Moline (Ill.)		36	240.5	.1553	72.1	274,276	.1814	58,824	37,215	12,383	54,280	8,081		451,526	.2049	1,877	6,262	.1880	121
Des Moines		40	231.5	.1495	73.0	280,476	.1855	52,725	42,082	14,949	61,766	8,626		429,780	.1949	1,857	5,887	.1830	122
△Dubuque		169	73.2	.0472	19.3	84,828	.0561	16,961	14,762	3,155	14,407	1,379		123,121	.0558	1,682	6,379	.0542	115
Sioux City		133	105.5	.0682	32.2	135,756	.0898	25,267	22,788	4,752	23,998	4,336		183,586	.0833	1,740	5,701	.0822	121
Waterloo		153	103.5	.0668	30.8	119,171	.0788	22,898	15,244	8,064	21,070	3,186		180,106	.0818	1,740	5,848	.0779	117

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

KANSAS — Counties and Cities —

(Other West North Central States; Iowa, p. 294; Minnesota, p. 370; Missouri, p. 381; Nebraska, p. 397; North Dakota, p. 464; South Dakota, p. 532.)

(Kansas state map—page 310)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Arkansas City	Cowley	13.0	44	8	13	19	10
Atchison	Atchison	12.8	49	6	12	19	9
Chanute	Neosho	10.2	38	7	16	23	5
Coffeyville	Montgomery	17.2	56	7	17	34	11
Concordia	Cloud	7.2	21	6	8	14	4
Dodge City	Ford	11.5	31	9	12	21	8
El Dorado	Butler	10.9	46	6	11	19	5
Emporia	Lyon	15.7	51	6	14	26	11
Fort Scott	Bourbon	10.1	45	5	20	24	4
Garden City	Finney	11.5	20	6	7	22	6
Great Bend	Barton	13.0	23	6	14	22	4
Hays	Ellis	8.8	15	3	10	14	4
Hutchinson	Reno	34.1	80	11	29	37	19
Independence	Montgomery	11.5	44	7	14	20	7
Iola	Allen	7.1	28	5	14	22	5
Junction City	Geary	13.9	34	6	10	16	8
Kansas City	Wyandotte	132.9	450	48	54	58	66
Lawrence	Douglas	24.5	55	8	22	21	10
Leavenworth	Leavenworth	20.7	75	7	15	21	12
Liberal	Seward	7.6	20	7	13	22	3
Manhattan	Riley	20.4	39	9	17	23	10
McPherson	McPherson	8.9	20	6	4	22	7
Newton	Harvey	11.6	24	10	14	18	6
Ottawa	Franklin	10.1	28	6	16	18	7
Parsons	Labette	14.7	59	8	16	30	9
Pittsburg	Crawford	19.4	93	8	16	27	9
Pratt	Pratt	7.6	12	4	12	15	5
Russell	Russell	6.6	15	4	11	16	5
Salina	Saline	26.7	66	15	23	36	11
Topeka	Shawnee	79.8	196	21	48	72	45
Wichita	Sedgwick	174.3	359	35	110	123	90
Winfield	Cowley	10.3	33	6	10	19	6

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Allen	G3		18.2	.0117	6.1	16,864	.0112	3,389	1,079	844	4,019	398		20,227	.0092	1,111	3,316	.0102	87
Iola			7.1	.0046	2.5	12,140	.0080	2,147	824	715	3,723	262	1,550	8,867	.0040	1,249	3,547	.0053	115
Anderson	G3		10.4	.0068	3.3	8,037	.0053	1,467	603	184	2,386	246		11,278	.0051	1,084	3,418	.0054	79
Atchison	G2		21.6	.0139	6.5	18,034	.0119	4,265	1,430	1,091	4,469	615		25,793	.0117	1,194	3,968	.0121	87
Atchison			12.8	.0082	4.1	15,561	.0103	3,945	1,072	1,006	3,859	485	17,442	20,732	.0094	1,620	5,057	.0094	115
Barber	D4		8.5	.0055	2.8	9,783	.0065	2,030	353	633	1,950	339		10,854	.0049	1,277	3,876	.0054	98
Barton	C3		30.7	.0197	9.3	39,311	.0260	7,873	2,907	2,433	9,932	1,082		38,770	.0176	1,263	4,169	.0204	104
Great Bend			13.0	.0084	4.1	26,021	.0172	4,630	2,519	1,489	7,882	597	9,873	20,344	.0093	1,565	4,962	.0115	137
Bourbon	G3		19.2	.0124	6.5	16,640	.0110	4,021	951	1,251	2,889	454		23,195	.0105	1,208	3,568	.0110	89
Fort Scott			10.1	.0066	3.7	14,837	.0098	3,290	824	1,251	2,773	375	1,059	15,946	.0072	1,579	4,310	.0078	118
Brown	F1		14.6	.0094	4.9	15,477	.0102	2,670	1,136	581	3,856	477		19,035	.0087	1,304	3,885	.0093	99
Butler	E3		31.1	.0201	9.9	29,275	.0193	6,522	1,425	1,263	8,481	829		38,841	.0176	1,249	3,923	.0186	93
El Dorado			10.9	.0070	3.6	17,167	.0114	3,520	1,183	870	4,887	549	6,285	15,558	.0071	1,427	4,322	.0084	120
Chase	E3		4.7	.0030	1.7	3,564	.0024	963	80	335	584	115		6,062	.0027	1,290	3,588	.0027	90
Chautauqua	F4		7.3	.0047	2.4	6,060	.0040	1,244	525	105	1,671	215		7,116	.0033	975	2,985	.0038	81
Cherokee	G4		25.0	.0162	8.3	15,728	.0104	5,573	769	823	3,741	520		20,932	.0095	837	2,522	.0111	69
Cheyenne	A1		5.8	.0037	1.7	7,341	.0049	1,555	303	622	1,885	213		7,480	.0034	1,290	4,400	.0039	105
Clark	C4		3.9	.0025	1.2	4,464	.0029	719	99	167	1,044	63		5,193	.0023	1,332	4,328	.0025	100
Clay	E2		11.8	.0077	3.9	12,546	.0083	2,383	977	441	2,980	293		16,198	.0074	1,373	4,153	.0077	100
Cloud	D2		16.1	.0104	5.3	18,241	.0121	3,621	1,542	628	4,201	470		22,981	.0104	1,427	4,336	.0109	105
Concordia			7.2	.0046	2.2	12,037	.0079	2,235	1,432	480	3,302	330	3,311	11,956	.0054	1,661	5,435	.0060	130
Coffey	F3		10.4	.0067	3.3	8,247	.0054	1,463	680	611	1,559	211		11,848	.0054	1,139	3,590	.0057	85
Comanche	C4		3.9	.0025	1.3	4,044	.0027	672	304	260	1,080	188		5,726	.0026	1,468	4,405	.0026	104
Cowley	E4		37.1	.0239	11.8	36,917	.0244	8,288	3,583	1,786	9,696	938		54,989	.0249	1,482	4,680	.0246	103
Arkansas City			13.0	.0084	4.5	17,740	.0118	3,977	2,327	1,084	3,982	517	*	19,800	.0090	1,523	4,400	.0097	115
Winfield			10.3	.0067	3.5	15,753	.0104	3,407	1,144	702	4,689	295	4,422	18,942	.0086	1,839	5,412	.0087	130
Crawford	G4		40.3	.0260	13.7	38,807	.0257	9,566	4,104	2,696	9,162	1,242		45,913	.0208	1,139	3,351	.0233	90
Pittsburg			19.4	.0125	6.6	26,570	.0176	6,228	3,503	224	7,088	975	21,276	25,293	.0114	1,304	3,832	.0135	108
Decatur	B1		6.1	.0040	2.1	6,555	.0043	1,343	262	321	1,798	168		7,789	.0036	1,277	3,709	.0039	98
Dickinson	E2		21.2	.0137	6.9	21,347	.0141	4,381	1,619	1,025	5,301	604		27,935	.0127	1,318	4,049	.0133	97
Doniphan	G1		10.4	.0067	3.3	5,700	.0038	1,555	239	79	630	229		11,278	.0051	1,084	3,418	.0050	75
Douglas	G2		35.6	.0230	10.0	30,605	.0202	6,725	2,945	1,734	7,553	1,160		52,765	.0239	1,482	5,277	.0226	99
Lawrence			24.5	.0158	6.5	26,433	.0174	5,751	2,432	1,526	6,851	1,067	7,061	40,342	.0183	1,647	6,206	.0175	111
Edwards	C3		6.0	.0038	1.9	6,284	.0042	1,450	400	376	1,221	249		7,906	.0036	1,318	4,161	.0038	100
Elk	F4		6.5	.0042	2.2	4,077	.0027	1,061	241	197	693	146		6,421	.0029	988	2,919	.0031	74
Ellis	C2		19.5	.0126	5.0	21,984	.0145	4,439	1,441	943	6,997	665		23,829	.0108	1,222	4,766	.0123	98
Hays			8.8	.0057	2.4	16,585	.0110	2,987	1,328	907	5,938	458	2,034	13,289	.0061	1,510	5,537	.0075	132
Ellsworth	D2		8.3	.0054	2.7	8,598	.0057	1,932	466	567	1,530	291		9,572	.0044	1,153	3,545	.0050	93
Finney	B3		16.0	.0103	4.7	27,523	.0182	4,447	1,172	1,312	7,666	527		26,793	.0121	1,675	5,701	.0136	132
Garden City			11.5	.0074	3.6	26,326	.0174	4,281	1,172	1,148	7,027	527	*	20,518	.0093	1,784	5,699	.0113	153
Ford	B4		20.2	.0130	6.3	35,225	.0233	5,413	4,126	2,974	8,207	1,007		30,503	.0139	1,510	4,842	.0165	127
Dodge City			11.5	.0074	3.7	27,815	.0184	4,522	3,713	2,769	6,559	859	14,653	18,936	.0086	1,647	5,118	.0113	153
Franklin	G3		20.1	.0130	6.5	19,174	.0127	4,167	1,753	1,088	3,575	598		24,002	.0108	1,194	3,693	.0118	91
Ottawa			10.1	.0066	3.4	14,129	.0093	2,581	1,341	967	2,925	392	1,295	14,003	.0063	1,386	4,119	.0072	109

*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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DEVELOP YOUR SALES IN KANSAS



FIRST



Remember that the economic life of Kansas revolves around the FARM. Directly or indirectly, the welfare of the majority of village, town, and even city dwellers, is dependent on AGRICULTURE. All these people earn their bread and butter by supplying the FARMER'S needs or selling the distributing products of the FARM.

SECOND



For peak sales, you must reach the FARMER and his family. They're as important as the Detroit auto worker or the Pittsburgh steel worker. Your local dealers know this. They focus *their* sales efforts on these First Families of Agriculture. They'll move more merchandise for you if your advertising pre-sells the FARMER.

THIRD



You can do the fastest, most thorough job of selling the Kansas farmer by using the station he listens to most—WIBW*. We have the ear of the farmer and his family from sunrise to midnight because WIBW is the FARM STATION of Kansas and adjoining states. We always have been. We always will be.

MARKET FACTS YOU SHOULD KNOW

Last year, the average income of each Kansas farm family was $7,737.00**

Ever since our founding in 1924, farm and small town listeners have depended on WIBW for market reports, crop conditions, weather, news, and the last word in advanced farming practices.

Ownership of power machinery hits all time high . . . helps jump Kansas farm income to $1,069,775,000.00†

Person to person selling is the key to fast results for WIBW advertisers. Listeners in four states know our entertainers and announcers by their first names—flock to see them in personal appearances—*act* on their recommendations.

Last year, WIBW listeners sent us letters enclosing $205,062.71 for direct purchases or premium redemption — averaging over $1.00 for every piece of mail. That's confidence! THAT'S REAL ACTION!

Compare the sales potential of the WIBW market with any "high income" industrial area where most of the family income must be set aside for exorbitant rents and skyrocketing living costs. Most Kansas farm families pay no rent. They live off the land. They have a higher per-capita *spendable* income. These are our listeners. They buy WIBW-advertised merchandise in preference to other brands. Let us prove it for you . . . with INCREASED SALES FOR YOUR PRODUCT.

* Kansas Radio Audience '51
** Consumer Markets '51-2
† Sales Management '52

WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LIBBY, Gen. Mgr. • WIBW • KCKN



CBS RADIO
TOPEKA, KANSAS

KANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Geary	E2		19.7	.0127	6.3	16,985	.0112	3,837	1,385	790	3,764	517		24,604	.0112	1,249	3,905	.0115	91
Junction City			13.9	.0089	4.6	16,343	.0109	3,625	1,187	790	3,764	517	1,881	17,929	.0081	1,290	3,898	.0091	102
Gove	B2		4.4	.0029	1.2	4,487	.0030	765		48	1,403	95		5,131	.0023	1,166	4,276	.0026	90
Graham	B2		5.0	.0032	1.5	4,772	.0031	485	270	367	1,576	160		4,116	.0019	823	2,744	.0025	78
Grant	A4		5.4	.0035	1.6	5,550	.0037	1,150	298	286	587	62		6,744	.0031	1,249	4,215	.0034	97
Gray	B3		5.0	.0032	1.4	4,905	.0032	891	121	50	818	190		7,207	.0032	1,441	5,148	.0032	100
Greeley	A3		2.0	.0013	.6	2,976	.0020	442	90	80	250	31		2,635	.0012	1,318	4,392	.0015	115
Greenwood	F3		13.5	.0087	4.5	14,514	.0096	3,124	566	724	3,731	380		17,789	.0081	1,318	3,953	.0087	100
Hamilton	A3		4.0	.0026	1.2	5,375	.0036	882	100	213	1,405	65		5,108	.0023	1,277	4,257	.0028	108
Harper	D4		10.0	.0064	3.3	11,117	.0073	2,400	642	486	2,400	401		14,552	.0066	1,455	4,410	.0068	106
Harvey	E3		21.9	.0142	6.7	23,194	.0153	4,437	2,246	1,286	4,706	443		30,058	.0137	1,373	4,486	.0143	101
Newton			11.6	.0075	3.8	18,406	.0121	3,735	2,031	1,199	4,334	303	4,143	18,314	.0084	1,579	4,819	.0093	124
Haskell	B4		2.7	.0017	.8	2,872	.0019	463	65	40	751	163		3,410	.0015	1,263	4,263	.0017	100
Hodgeman	B3		3.3	.0022	.9	2,467	.0017	484			465	29		3,940	.0018	1,194	4,378	.0019	86
Jackson	F2		11.1	.0071	3.6	9,096	.0060	1,953	511	182	1,487	185		11,274	.0051	1,016	3,132	.0058	82
Jefferson	G2		11.1	.0072	3.5	7,801	.0051	2,054	155	244	981	218		9,449	.0043	851	2,700	.0051	71
Jewell	D1		9.6	.0062	3.1	5,875	.0039	1,311	401	339	1,000	189		10,802	.0049	1,125	3,485	.0049	79
Johnson	G2	69	67.5	.0436	20.8	27,117	.0180	9,548	597	1,366	5,099	1,448		83,362	.0378	1,235	4,008	.0330	76
Kearny	A3		3.7	.0023	1.0	3,629	.0024	645	128	58	394	64		4,620	.0021	1,249	4,620	.0022	96
Kingman	D4		10.4	.0068	3.3	9,369	.0062	2,199	352	659	2,818	267		13,849	.0063	1,332	4,197	.0064	94
Kiowa	C4		4.9	.0031	1.5	5,469	.0036	1,191	240	321	942	151		6,188	.0028	1,263	4,125	.0031	100
Labette	G4		29.3	.0189	9.5	26,457	.0175	6,476	2,025	1,185	6,809	672		34,987	.0159	1,194	3,683	.0170	90
Parsons			14.7	.0095	4.7	17,475	.0116	3,952	1,826	833	5,228	466	2,610	24,015	.0109	1,634	5,110	.0108	114
Lane	B3		2.8	.0018	.9	3,787	.0025	880	90	105	882	34		2,922	.0013	1,044	3,247	.0018	100
Leavenworth	G2		42.1	.0272	11.3	25,786	.0170	6,401	2,191	957	6,423	945		57,196	.0260	1,359	5,062	.0235	86
Leavenworth			20.7	.0134	6.9	21,057	.0139	5,255	1,534	784	5,865	815	2,044	31,815	.0144	1,537	4,611	.0140	104
Lincoln	D2		6.6	.0043	2.1	5,370	.0036	1,160	379	164	704	145		7,335	.0033	1,111	3,493	.0036	84
Linn	G3		10.1	.0065	3.5	6,431	.0042	1,106	431	215	1,707	204		9,423	.0043	933	2,692	.0047	72
Logan	A2		4.2	.0027	1.2	6,167	.0041	981	597	264	1,917	124		6,054	.0027	1,441	5,045	.0031	115
Lyon	F3		26.7	.0172	8.6	30,126	.0199	6,156	1,726	1,268	5,951	1,108		41,782	.0190	1,565	4,858	.0189	110
Emporia			15.7	.0101	5.1	26,195	.0173	5,413	1,423	1,203	5,951	1,067	4,791	25,852	.0117	1,647	5,069	.0130	129
McPherson	E3		23.7	.0153	7.5	26,843	.0178	5,420	1,430	1,090	7,237	863		34,490	.0156	1,455	4,599	.0162	106
McPherson			8.9	.0057	2.9	15,940	.0106	2,964	1,186	588	6,206	609	3,747	14,291	.0065	1,606	4,928	.0076	133
Marion	E3		16.3	.0106	5.1	16,204	.0107	3,462	734	669	3,853	378		19,009	.0088	1,166	3,727	.0096	91
Marshall	F1		17.8	.0114	5.8	16,360	.0108	3,758	1,323	486	3,409	515		20,528	.0093	1,153	3,539	.0102	89
Meade	B4		5.8	.0038	1.7	7,104	.0047	1,246	164	336	1,737	213		7,480	.0034	1,290	4,400	.0039	103
Miami	G3		20.0	.0129	5.9	13,893	.0092	3,499	943	664	3,342	467		23,603	.0107	1,180	4,001	.0107	83
Mitchell	D2		10.4	.0067	3.3	14,519	.0096	2,417	649	895	5,010	448		13,705	.0063	1,318	4,153	.0074	110
Montgomery	F4		46.7	.0302	15.7	47,522	.0314	12,037	3,924	2,537	11,450	1,603		63,445	.0287	1,359	4,041	.0298	99
Coffeyville			17.2	.0112	5.9	24,678	.0163	6,049	2,527	1,329	5,776	799	8,456	27,859	.0126	1,620	4,722	.0134	120
Independence			11.5	.0074	4.0	14,666	.0097	3,422	1,209	669	4,519	541	2,453	17,046	.0078	1,482	4,262	.0083	112
Morris	E2		8.5	.0054	2.7	6,687	.0044	1,609	389	303	1,772	189		10,150	.0047	1,194	3,759	.0048	89
Morton	A4		2.7	.0018	.9	3,901	.0026	748	260	95	557	160		3,447	.0015	1,277	3,830	.0019	106
Nemaha	F1		14.3	.0092	4.3	12,322	.0082	2,585	608	437	2,714	503		15,309	.0070	1,071	3,560	.0078	85
Neosho	G4		20.5	.0132	6.6	18,818	.0124	4,657	1,371	937	4,594	521		26,726	.0121	1,304	4,049	.0124	94
Chanute			10.2	.0066	3.6	14,770	.0097	3,385	1,067	881	4,236	380	*	15,962	.0072	1,565	4,434	.0078	118
Ness	B3		6.3	.0041	2.0	6,567	.0043	1,223	351	276	1,447	228		7,699	.0035	1,222	3,850	.0039	95
Norton	B1		8.8	.0057	2.8	10,414	.0069	1,713	286	824	2,829	287		10,026	.0045	1,139	3,581	.0055	96
Osage	F2		12.7	.0082	4.3	8,569	.0057	2,164	321	291	1,709	223		13,253	.0060	1,044	3,082	.0064	78
Osborne	C2		8.5	.0055	2.8	8,934	.0059	2,020	333	1,101	2,255	272		10,269	.0047	1,208	3,668	.0052	95
Ottawa	D2		7.1	.0046	2.4	6,070	.0040	1,429	268	280	1,761	161		8,478	.0038	1,194	3,533	.0040	87
Pawnee	C3		11.3	.0073	2.9	12,500	.0083	2,121	1,280	660	1,949	330		15,048	.0069	1,332	5,189	.0074	101
Phillips	C1		9.3	.0060	3.1	8,589	.0057	1,754	472	320	2,289	165		9,956	.0045	1,071	3,212	.0052	87
Pottawatomie	F2		12.3	.0079	3.7	11,404	.0075	2,124	242	587	4,235	338		13,841	.0063	1,125	3,741	.0070	89
Pratt	D4		12.3	.0079	4.0	15,833	.0105	3,116	1,392	942	4,186	447		18,906	.0086	1,537	4,727	.0090	114
Pratt			7.6	.0049	2.6	14,509	.0096	2,716	1,254	942	3,902	404	*	12,832	.0058	1,688	4,935	.0067	137
Rawlins	A1		5.8	.0037	1.6	6,410	.0042	1,098	162	436	1,276	190		7,529	.0034	1,344	4,706	.0037	100
Reno	D3		54.8	.0353	17.5	62,192	.0411	11,988	8,549	3,453	15,399	1,946		82,752	.0375	1,510	4,729	.0381	108
Hutchinson			34.1	.0220	11.2	53,409	.0354	10,293	8,391	3,081	14,403	1,743	184,114	57,577	.0262	1,688	5,141	.0281	128

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

HOW A GROUP OF MANUFACTURERS GOT THE *RESULT STORY* ON KANSAS and MISSOURI FARM PAPERS



To introduce the new 50-pound feed bag, a group of bag manufacturers recently got together and decided to take their story directly to the farmer.

Kansas and Missouri were chosen as the major test ground. Two pages were scheduled in the WEEKLY STAR FARMER and two and a half pages in the second Kansas and Missouri farm papers in order to compare relative pulling power.

The ads ran in October and November, 1951. Although not designed as inquiry copy, each ad offered an attractive booklet which depicted hundreds of sewing ideas with cotton bags. The offer was made in a coupon featured in each ad.

RESULTS:

10 TIMES AS MANY-ONE-SIXTH THE COST!

Results were overwhelmingly in favor of the WEEKLY STAR FARMER, which pulled almost ten times as many inquiries as the two second Kansas and Missouri farm papers combined—at one-sixth the cost per inquiry to the advertiser.

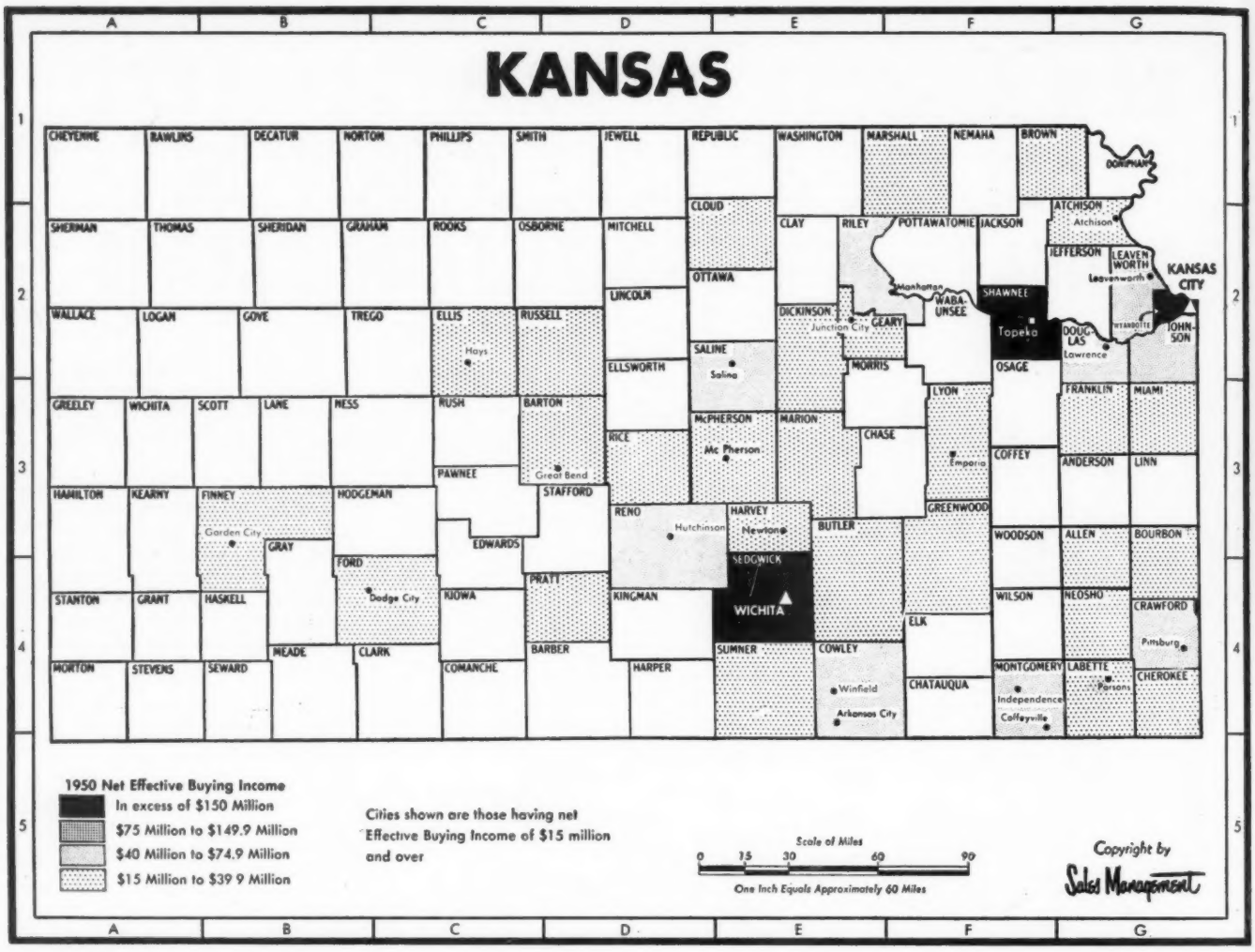
Yes, It's "In-The-Bag" Proof of the WEEKLY STAR FARMER'S *Plus* Pulling Power

Weekly Star Farmer

GIANT FARM PAPER OF THE MIDWEST

Over 470,000 Paid-in-Advance Circulation

Kansas City 1729 Grand Ave. HArrison 1200 **Chicago** 202 S. State St. WEbster 9-0532 **New York** 15 E. 40th St. Murray Hill 3-6161



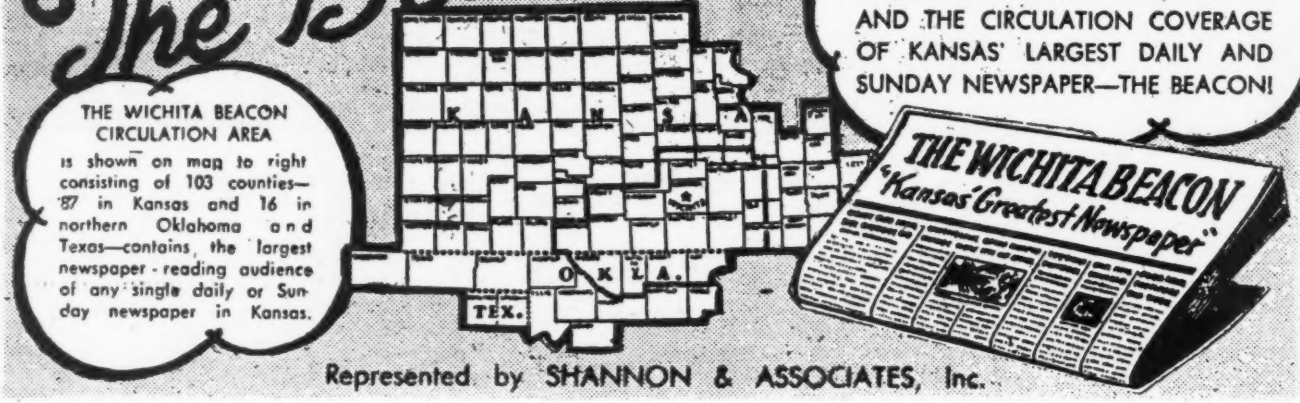
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BEFORE YOU BUY NEWSPAPER ADVERTISING IN WICHITA BE SURE YOU KNOW

The Beacon Story

IT IS THE TRUE STORY OF THE SALES POTENTIALS OF THIS MARKET AND THE CIRCULATION COVERAGE OF KANSAS' LARGEST DAILY AND SUNDAY NEWSPAPER—THE BEACON!

THE WICHITA BEACON CIRCULATION AREA is shown on map to right consisting of 103 counties—87 in Kansas and 16 in northern Oklahoma and Texas—contains the largest newspaper-reading audience of any single daily or Sunday newspaper in Kansas.



Represented by SHANNON & ASSOCIATES, Inc.

1 239 Million (Retail Sales) + 2 535 Million (Retail Sales) = 3 744 Million (Retail Sales)

WICHITA METROPOLITAN AREA + **26 COUNTIES** (50% or more BMB*) = **TRADE AREA**

Sell ALL THREE with Wichita's most powerful voice

1070
WICHITA'S MOST FAVORABLE FREQUENCY

KFBI

10,000 WATTS
WICHITA'S GREATEST POWER
1,000 Watts Nite

Representatives
Avery-Knodel

ABC Affiliate

*TOTAL BMB 187,130

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Republic	E1		11.4	.0074	3.8	8,539	.0057	1,932	671	471	2,195	293		10,795	.0049	947	2,841	.0056	76
Rice	D3		15.7	.0101	5.2	15,167	.0100	3,639	818	773	3,569	560		20,907	.0095	1,332	4,021	.0098	97
Riley	E2		36.1	.0233	8.8	28,914	.0191	5,971	2,523	1,561	7,239	1,018		58,472	.0265	1,620	6,645	.0236	101
Manhattan			20.4	.0131	5.6	25,586	.0169	5,196	1,892	1,449	6,761	937	*	36,112	.0163	1,770	6,449	.0158	121
Rooks	C2		9.1	.0059	2.8	10,071	.0067	1,909	456	697	2,055	379		9,998	.0046	1,098	3,570	.0055	93
Rush	C3		7.2	.0046	2.3	8,354	.0055	1,473	225	583	1,853	237		9,286	.0042	1,290	4,037	.0047	102
Russell	C2		13.6	.0088	4.2	14,918	.0099	3,347	978	855	3,793	361		18,477	.0084	1,359	4,399	.0089	101
Russell			6.6	.0043	2.2	11,204	.0074	2,452	827	750	3,348	309	*	11,506	.0053	1,743	5,230	.0057	133
Saline	D2		34.1	.0220	10.9	55,553	.0367	9,223	7,267	2,351	14,165	1,208		52,888	.0239	1,551	4,852	.0274	125
Salina			26.7	.0172	8.7	53,499	.0354	8,413	7,267	2,252	14,165	983	*	45,428	.0206	1,701	5,222	.0243	141
Scott	B3		5.2	.0034	1.5	7,672	.0051	1,518	540	466	2,112	93		6,566	.0030	1,263	4,377	.0037	109

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



do your selling where the People are...



40 miles from Wichita your market thins out!

Wichita is your best Test Market because:

1. COMPACT MARKET without nearby cities to dilute your TEST results.
2. BALANCED POPULATION with industrial, agricultural and service incomes.
3. MASS MARKET incomes without excessive high and low extremes.
4. STABLE MARKET without labor unrest and plant shutdowns.
5. ECONOMY BUY with Eagle's low milline rate and deep penetration.
6. FULL CO-OPERATION, dealer tie-ins and display, trade announcements, personal contacts, market surveys, and complete reports for your use in other markets.

A heavy concentration of defense production has brought an influx of workers to the Wichita area who are making retail sales zoom to new pinnacles every month.

The new Wichita presents a challenge to advertisers. Merchandising plans based on 1951 population figures will have to be revised to at least a quarter million before the year is ended. Your advertising to this fruitful market will reach its greatest penetration in the Wichita *Eagle*.

Established 1872

WICHITA EAGLE

MORNING — EVENING — SUNDAY

WICHITA, KANSAS

Represented by O'Mara & Ormsbee

KANSAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sedgwick	E4	155	234.9	.1516	74.9	267,330	.1767	51,720	33,516	15,369	61,056	8,936	.....	406,227	.1843	1,729	5,424	.1755	116
▲Wichita	.....	.....	174.3	.1126	57.4	239,453	.1583	44,647	32,951	14,950	54,169	8,373	232,326	322,971	.1465	1,853	5,627	.1432	127
Seward	B4	.....	10.6	.0069	3.2	19,504	.0129	3,434	1,476	1,747	5,746	433	.....	12,806	.0058	1,208	4,008	.0082	119
Liberal	.....	.....	7.6	.0049	1.9	19,166	.0127	3,370	1,476	1,637	5,746	433	*	9,385	.0043	1,235	4,939	.0069	141
Shawnee	F2	147	107.1	.0691	34.1	115,290	.0763	24,634	14,805	7,056	21,296	3,510	.....	192,579	.0874	1,798	5,647	.0804	116

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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MORE MERCHANTS PLACE GREATER DOLLAR VOLUME ON...

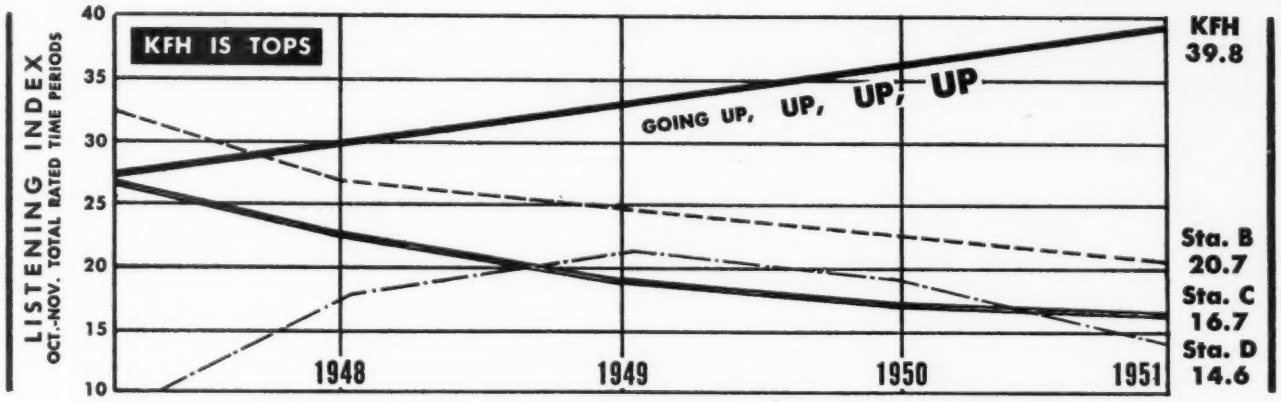
5000 Watts A B C WREN Topeka Kansas

TO REACH TOPEKA'S EXPANDING TRADE TERRITORY

REPRESENTED BY WEED & CO.

KFH is TOPS in Kansas and Northern Oklahoma





HOOPER RADIO AUDIENCE INDEX

CITY: WICHITA, KANS. CITY ZONE MONTHS: OCTOBER-NOVEMBER, 1951

TOTAL COINCIDENTAL CALLS THIS PERIOD, 15,857

SHARE OF RADIO AUDIENCE

ADVERTISERS and listeners alike are flowing to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you're not on KFH, call your nearby Petry man for availabilities.

TIME	RADIO SETS-IN-USE	KFH KFH-FM (CBS)	B	C	D	E	OTHER AM & FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M.-12.00 NOON	16.2	**46.2**	14.2	24.3	9.2	4.1	2.1	2,589
MON. THRU FRI. 12:00 NOON-6:00 P.M.	16.0	**34.3**	25.5	15.6	17.0	3.8	3.8	3,784
SUNDAY 12:00 NOON-6:00 P.M.	16.8	**39.1**	18.6	8.8	20.9	7.9	4.7	1,528
SATURDAY 8:00 A.M.-6:00 P.M.	NOT RATED IN WICHITA							
SUN. THRU SAT. EVE 6:00 P.M.-10:30 P.M.	28.2	**40.4**	20.7	15.4	14.5	5.5	3.5	7,956
TOTAL* RATED TIME PERIODS	20.5	**39.8**	20.7	16.7	14.6	4.9	3.4	15,857

CBS KFH KFH -FM
WICHITA, KANSAS

EXPLANATION "Radio Sets-in-Use" is the percentage of Total Homes which are listening to the radio. Where listening to a second program over a second radio set is reported in a home, that fact is reflected in both the "Radio Sets-in-Use" and in the individual station "Shares." "Share of Radio Audience" represents the proportion of the total radio audience listening to a particular station.

* Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

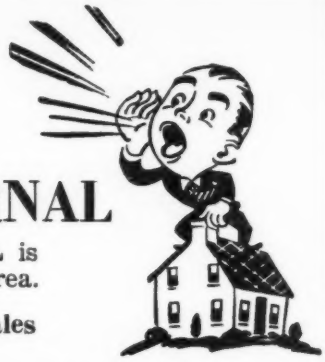
Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.

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REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WE'LL TELL THE WORLD . . .

No other medium can give you a more comprehensive coverage of the rich TOPEKA MARKET than the



TOPEKA CAPITAL---STATE JOURNAL

TOPEKA is the Shopping Center . . . the CAPITAL-JOURNAL is the Shopping Guide of TOPEKA'S 21-County Drive-In Trade Area.

- 432,900 Population
- $405,894,000 Annual Retail Sales
- $614,395,000 Effective Buying Income

REPRESENTED BY CAPPER PUBLICATIONS, INC.—NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Topeka			92.1	.0594	30.6	110,588	.0730	21,998	12,937	6,874	20,831	3,453	58,572	172,843	.0784	1,877	5,648	.0730	123
Sheridan	B2		4.5	.0029	1.2	4,243	.0028	753	289	223	902	67		4,572	.0021	1,016	3,810	.0025	86
Sherman	A2		7.6	.0049	2.2	11,363	.0075	1,803	752	1,036	3,343	275		10,742	.0049	1,413	4,883	.0057	116
Smith	C1		8.9	.0057	3.1	6,956	.0046	1,852	401	448	1,166	225		9,776	.0044	1,098	3,154	.0047	82
Stafford	D3		8.8	.0057	2.8	8,194	.0054	2,125	315	339	2,064	257		11,472	.0052	1,304	4,097	.0054	95
Stanton	A4		2.3	.0015	.6	2,330	.0015	398	80	93	110	62		3,283	.0015	1,427	5,472	.0015	100
Stevens	A4		4.8	.0031	1.4	5,799	.0039	1,037	410	353	1,979	64		5,536	.0025	1,153	3,954	.0030	97
Sumner	E4		23.7	.0153	7.8	20,084	.0133	4,239	1,060	1,152	5,119	669		27,332	.0124	1,153	3,504	.0133	87
Thomas	A2		7.7	.0050	2.4	11,265	.0074	1,727	545	753	2,015	410		10,569	.0048	1,373	4,404	.0056	112
Trego	B2		5.9	.0038	1.7	5,386	.0036	937	480	182	1,894	95		6,557	.0030	1,111	3,857	.0033	87
Wabaunsee	F2		7.1	.0046	2.3	4,817	.0032	1,402	205	189	961	158		7,799	.0035	1,098	3,391	.0036	78
Wallace	A2		2.5	.0016	.7	2,855	.0018	462	95	90	786	31		3,467	.0016	1,387	4,953	.0017	106
Washington	E1		12.9	.0083	4.1	8,030	.0054	1,356	520	521	1,787	199		15,584	.0071	1,208	3,801	.0068	82
Wichita	A3		2.8	.0018	.7	4,832	.0031	785	329	97	1,441	32		4,382	.0019	1,565	6,260	.0022	122
Wilson	F4		14.7	.0095	5.0	11,483	.0076	2,817	472	520	3,410	258		13,919	.0064	947	2,784	.0074	78
Woodson	F3		6.7	.0043	2.2	4,998	.0033	1,208	183	290	1,394	121		5,336	.0024	796	2,425	.0031	72
Wyandotte	G2	69	168.7	.1089	51.1	133,089	.0880	35,226	14,606	6,436	35,512	5,634		247,687	.1124	1,468	4,847	.1044	96
▲Kansas City			132.9	.0858	40.4	121,943	.0807	32,129	14,331	6,318	33,577	5,417	70,458	211,551	.0960	1,592	5,236	.0894	104
Total Above Cities			796.9	.5144	256.5	1,088,001	.7194	222,515	120,130	61,667	274,266	35,237	665,856	1,337,814	.6070	1,679	5,216	.6215	121
State Total			1,937.8	1.2507	607.0	1,906,835	1.2608	405,733	162,566	101,342	453,478	58,874		2,668,420	1.2107	1,377	4,396	1.2337	99
Per Capita Sales						984		209	84	52	234	30							
Per Family Sales						3,141		668	268	167	747	97							

KANSAS— SM Standard Metropolitan County Areas

Kansas City (Mo.-Kans.)		69	837.3	.5404	268.5	1,073,581	.7099	200,675	236,708	49,798	190,963	56,263		1,433,941	.6506	1,713	5,341	.6463	120
Topeka		147	107.1	.0691	34.1	115,290	.0763	24,634	14,805	7,056	21,296	3,510		192,579	.0874	1,798	5,647	.0804	116
Wichita		155	234.9	.1516	74.9	267,330	.1767	51,720	33,516	15,369	61,056	8,936		406,227	.1843	1,729	5,424	.1755	116

KENTUCKY — Counties and Cities —

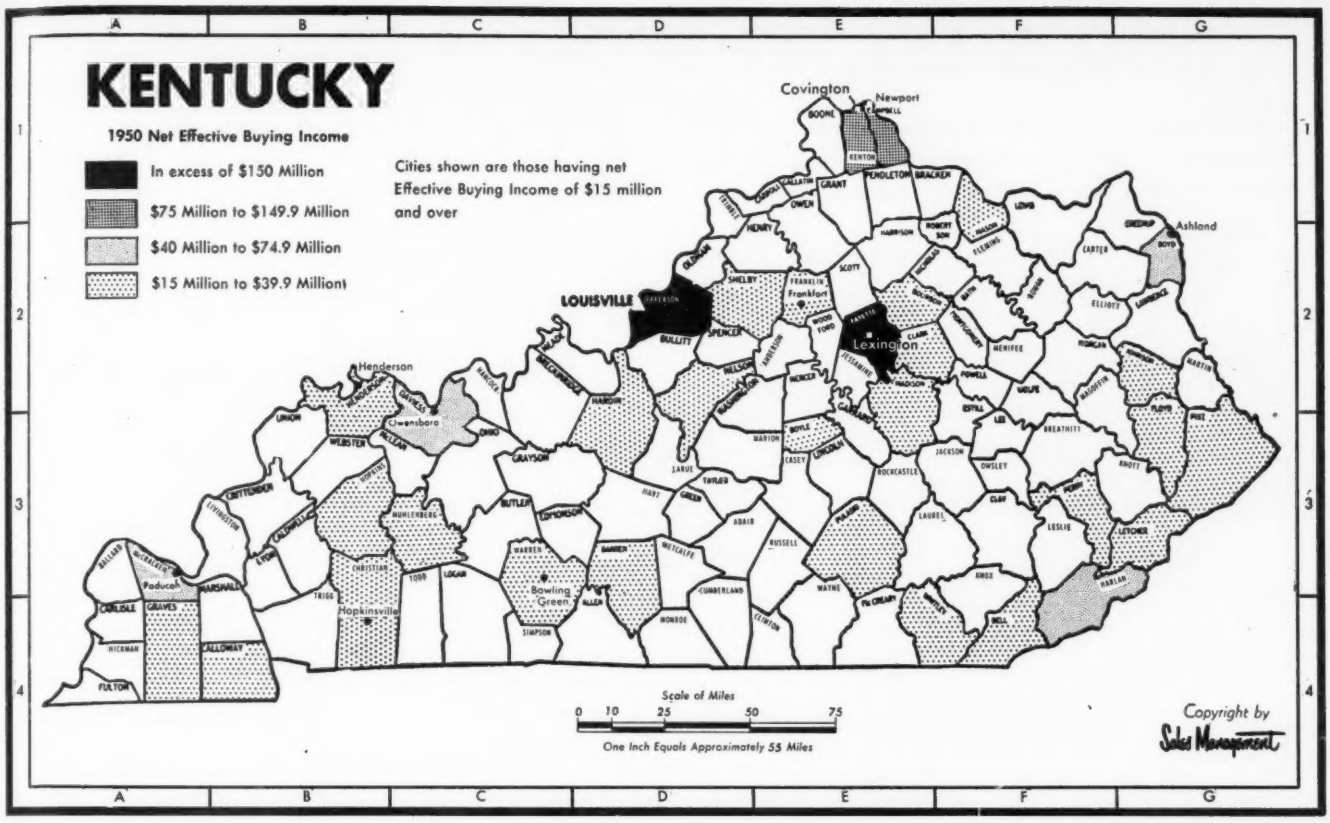
(Other East South Central States: Alabama, p. 188; Mississippi, p. 379; Tennessee, p. 537.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Ashland	Boyd	32.1	128	13	31	24	13
Bowling Green	Warren	18.1	77	12	18	24	11
Corbin	Whitley	7.9	43	10	7	12	6
Covington	Kenton	66.4	259	20	29	26	37
Danville	Boyle	9.0	23	6	7	13	5
Elizabethtown	Hardin	6.1	12	4	9	12	4
Frankfort	Franklin	12.3	36	8	10	8	6
Glasgow	Barren	7.1	35	13	9	13	5
Harlan	Harlan	4.9	23	11	5	14	6
Hazard	Perry	7.0	36	8	13	10	4
Henderson	Henderson	17.3	62	7	15	13	10
Hopkinsville	Christian	20.0	59	11	11	17	9
Lexington	Fayette	56.8	188	13	48	35	24
Louisville	Jefferson	376.1	1,127	141	188	119	180
Madisonville	Hopkins	11.3	56	6	9	19	4
Mayfield	Graves	9.2	57	9	8	18	4
Maysville	Mason	8.6	37	7	9	15	7
Middlesborough	Bell	14.8	78	9	12	9	3
Newport	Campbell	31.7	128	12	18	25	17
Owensboro	Daviess	35.0	152	12	26	34	15
Paducah	McCracken	40.0	156	8	20	31	24
Paris	Bourbon	7.1	24	4	11	8	4
Pikeville	Pike	5.4	30	6	14	10	4
Richmond	Madison	10.5	36	6	13	13	4

▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

KENTUCKY — (Continued)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Somerset	Pulaski	7.2	23	7	8	10	4
Winchester	Clark	9.3	50	7	11	16	5

Counties Cities	Map Code	Met. Area	Population SM Estimates 1/1/52: Total (thousands)	% of U.S.A.	Families (thousands)	Retail Sales — 1951 SM Estimates: Dollars (add 000)	% of U.S.A.	Five Store Groups (in thousands of dollars—add 000): Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Merchant Wholesaler Sales 1951 SM Estimates (add 000)	Effective Buying Income SM Estimates — 1951: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adair	D3		17.8	.0115	4.6	5,210	.0034	1,014	1,173	338	945	226		7,327	.0033	412	1,593	.0050	43
Allen	D4		13.8	.0089	4.1	6,090	.0041	1,385	989	300	1,412	191		7,999	.0037	580	1,951	.0049	55
Anderson	E2		9.2	.0059	2.7	6,088	.0040	1,386	750	224	1,342	65		8,096	.0036	880	2,999	.0042	71
Ballard	A3		8.5	.0055	2.7	3,548	.0023	1,140	417	88	364	89		5,967	.0027	702	2,210	.0031	56
Barren	D3		29.2	.0189	8.2	19,208	.0127	3,957	2,944	1,287	4,341	683		25,695	.0117	880	3,134	.0134	71
Glasgow			7.1	.0046	2.3	14,568	.0096	2,470	2,214	928	3,332	504	*	7,307	.0033	1,029	3,177	.0054	117
Bath	F2		10.4	.0067	2.8	2,687	.0018	1,020	148	106	*	60		6,515	.0029	626	2,327	.0033	49
Bell	F4		48.8	.0315	11.2	29,714	.0197	7,314	4,737	1,453	4,204	695		34,257	.0156	702	3,059	.0200	63
Middlesborough			14.8	.0095	3.9	17,848	.0118	3,488	2,548	1,206	3,637	364	*	14,128	.0064	955	3,623	.0086	91
Boone	E1		13.5	.0087	3.9	5,197	.0034	1,411	462	177	513	95		12,122	.0055	898	3,108	.0055	63
Bourbon	E2		18.2	.0117	5.2	13,266	.0088	3,657	1,005	657	1,976	364		18,223	.0083	1,001	3,504	.0091	78
Paris			7.1	.0046	2.3	11,427	.0076	2,911	945	612	1,762	293	924	7,704	.0035	1,086	3,350	.0050	109
Boyd	G2	62	51.7	.0333	14.0	42,254	.0279	11,937	5,863	2,569	9,189	1,417		56,599	.0256	1,095	4,043	.0278	83
▲Ashland			32.1	.0208	9.3	37,807	.0250	9,277	5,709	2,476	9,189	1,271	*	40,248	.0183	1,254	4,328	.0208	100
Boyle	E3		21.3	.0138	5.5	19,448	.0129	4,057	2,855	817	4,272	711		26,897	.0122	1,263	4,890	.0127	92
Danville			9.0	.0058	3.1	16,245	.0108	3,355	2,705	635	3,702	504	2,250	15,410	.0070	1,712	4,971	.0079	136
Bracken	E1		8.6	.0055	2.6	4,104	.0027	1,157	330	125	206	78		6,601	.0030	768	2,539	.0034	62
Breathitt	F3		20.0	.0129	4.1	3,413	.0022	1,302	337	198	501			5,231	.0024	262	1,276	.0044	34
Breckinridge	C2		15.5	.0100	4.3	5,302	.0038	1,693	585	314	870	222		7,829	.0036	505	1,821	.0049	49
Bullitt	D2		11.7	.0076	3.2	3,681	.0024	1,216	550	143	446	62		6,235	.0028	533	1,948	.0038	47
Butler	C3		11.4	.0073	3.0	2,039	.0013	748	162	*		65		3,628	.0016	318	1,209	.0027	37
Caldwell	B3		13.3	.0086	4.1	7,676	.0051	2,185	615	328	947	247		10,077	.0046	758	2,458	.0056	65
Calloway	B4		20.4	.0132	6.0	12,363	.0082	3,021	1,270	642	2,361	332		17,363	.0079	851	2,894	.0091	69
Campbell	E1	29	77.0	.0497	23.1	53,534	.0354	19,684	2,252	2,154	8,615	2,210		103,742	.0471	1,347	4,491	.0441	89
▸ Newport			31.7	.0204	9.9	37,217	.0246	11,842	1,523	1,789	7,977	1,363	*	42,110	.0191	1,328	4,254	.0210	103
Carlisle	A4		6.2	.0040	2.0	2,543	.0017	805	158	*	541	78		3,595	.0016	580	1,798	.0021	53
Carroll	E1		8.7	.0056	2.6	8,046	.0053	1,889	415	215	2,806	277		8,624	.0039	991	3,317	.0047	84

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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THIRD IN EFFECTIVE INCOME IN KENTUCKY

An increase of 9% in effective income keeps Owensboro and Daviess county third in the state, excluding Cincinnati area.

A leader in retail sales gains is this rich market. Its industrial and agricultural balance make Owensboro a superior test city.

Owensboro subscribed $1,000,000 to obtain a 100-year-old college. In Owensboro, a new steel mill is planning construction.

The Owensboro Messenger MORNING — **Radio Station WOMI—AM & FM** — **THE OWENSBORO INQUIRER** EVENING

KENTUCKY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Carter	F2		22.8	.0147	5.4	8,856	.0045	2,092	1,051	356	1,612	177		10,882	.0049	477	2,015	.0067	46
Casey	E3		17.6	.0014	4.2	3,765	.0025	853	1,014	224	935	31		5,600	.0026	318	1,333	.0043	38
Christian	B3		44.9	.0290	11.2	38,080	.0252	7,673	4,844	2,044	7,021	689		36,966	.0167	823	3,301	.0217	75
Hopkinsville			20.0	.0129	4.4	29,833	.0197	5,225	3,849	1,987	5,176	567	*	20,781	.0094	1,039	4,723	.0132	102
Clark	E2		19.2	.0124	5.6	16,226	.0107	3,920	1,287	659	2,429	410		21,191	.0097	1,104	3,784	.0105	85
Winchester			9.3	.0060	3.0	15,562	.0103	3,575	1,000	659	2,429	410	*	10,792	.0049	1,160	3,597	.0067	112
Clay	F3		23.5	.0151	4.8	4,240	.0028	1,046	319	495	1,406	68		5,281	.0024	225	1,100	.0051	34
Clinton	E4		10.9	.0071	2.6	2,615	.0017	563	488	*	498	61		3,977	.0018	365	1,530	.0028	39
Crittenden	B3		10.9	.0070	3.2	4,907	.0033	1,576	486	71	1,222	64		6,222	.0028	571	1,944	.0038	54
Cumberland	D3		9.3	.0060	2.3	2,878	.0019	785	384	*	787	62		3,569	.0016	384	1,552	.0026	43
Daviess	C2		59.4	.0384	16.2	51,121	.0338	11,263	5,406	2,326	11,592	1,432		70,048	.0318	1,179	4,324	.0337	88
Owensboro			35.0	.0226	10.3	44,954	.0297	8,420	4,633	2,161	11,329	1,218	*	46,181	.0210	1,319	4,484	.0239	106
Edmonson	C3		9.9	.0064	2.4	1,881	.0012	575	320	*	461	65		3,524	.0016	356	1,468	.0024	38
Elliott	F2		7.1	.0045	1.5	686	.0005	414	179	*				2,591	.0012	365	1,727	.0017	38
Estill	F2		14.8	.0096	3.6	4,653	.0031	1,631	641	276	588	191		8,726	.0039	590	2,424	.0048	50
Fayette	E2	75	103.0	.0665	28.7	116,070	.0767	22,755	15,476	5,702	16,376	4,661		177,281	.0804	1,721	6,177	.0765	115
▲Lexington			56.8	.0367	16.5	107,653	.0712	19,636	15,409	5,654	16,376	4,467	74,795	94,092	.0426	1,657	5,703	.0500	136
Fleming	F2		12.1	.0078	3.5	5,149	.0034	1,570	714	322	793	67		9,288	.0043	768	2,654	.0047	60
Floyd	G2		54.7	.0353	11.8	21,683	.0143	5,448	4,842	1,970	4,771	317		33,286	.0151	609	2,821	.0189	54
Franklin	E2		25.8	.0167	7.6	21,282	.0141	5,281	1,498	1,145	3,051	766		30,619	.0139	1,187	4,029	.0145	87
Frankfort			12.3	.0079	3.8	17,750	.0117	4,048	1,437	1,145	2,602	766	*	17,147	.0078	1,394	4,512	.0090	114
Fulton	A4		13.7	.0089	4.0	13,527	.0090	3,508	797	813	2,358	384		15,257	.0070	1,114	3,814	.0080	90
Gallatin	E1		4.1	.0026	1.3	1,838	.0012	611	82	*	405	55		2,958	.0013	721	2,274	.0015	58
Garrard	E3		11.1	.0072	3.1	5,007	.0033	1,155	813	342	899	66		9,238	.0042	832	2,980	.0045	63
Grant	E1		9.9	.0064	3.0	5,108	.0034	1,507	317	*	1,469	160		8,524	.0039	861	2,841	.0043	67
Graves	A4		31.8	.0205	9.8	19,683	.0130	4,691	3,262	980	4,277	527		26,181	.0118	823	2,672	.0139	68
Mayfield			9.2	.0060	3.0	16,134	.0107	3,045	2,494	980	4,052	426	*	9,559	.0044	1,039	3,186	.0066	110
Grayson	C3		17.3	.0112	4.7	5,791	.0038	1,081	1,720	218	*	159		8,101	.0037	468	1,724	.0052	46

▲ and △ See end of state for Standard Metropolitan County Areas. © SM, 1952. *Withheld to avoid disclosure.

LEXINGTON, KY.

- World's largest horse-sales center.
- World's largest loose-leaf tobacco market.
- Manufacturing center for nationally distributed products.
- Kentucky's largest educational center.
- Richest livestock and general farming region in South.
- Second largest retail and wholesale center in Kentucky.
- Site of government hospitals and offices with multi-million dollar payrolls.

LEXINGTON HERALD-LEADER Represented by KATZ AGENCY

Lexington Herald (Morning) — Sunday Herald-Leader — Lexington Leader (Evening)



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Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

WAVE

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take a NEW LOOK at Paducah, Ky.-- the market that grew 1/4 in 1 year!

- No. 1 High Spot City in United States.
- Bank deposits up 76% 1951 over 1950.
- Greatest '51 bank debit gain in U. S.
- $1,750,000 weekly atomic plant payroll.
- 105 new businesses opened in 1951.

	1950	1951	Gain
RETAIL SALES			
Paducah-McCracken Co.	$ 46,679,000	$ 57,784,000	23%
14-County Trade Area	130,265,000	146,345,000	12%
EFFECTIVE BUYING INCOME			
Paducah-McCracken Co.	51,981,000	67,498,000	30%
14-County Trade Area	162,403,000	183,061,000	13%
POPULATION			
Paducah-McCracken Co.	49,137	59,000 (SM)	21%
14-County Trade Area	211,689	223,000 (SM)	5%

27,500 Plus* Daily-Sunday

The Paducah Sun-Democrat

*Office Records, Not ABC.

Burke, Kuipers & Mahoney

KENTUCKY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Green	D3		11.3	.0073	3.3	3,899	.0026	828	558	*	932	58		6,023	.0027	533	1,825	.0036	49
Greenup	G2		25.5	.0164	6.3	6,918	.0046	3,340	564	494	714	277		12,171	.0056	477	1,932	.0075	46
Hancock	C2		5.8	.0038	1.8	1,974	.0013	558	158	54	548	61		3,690	.0016	636	2,050	.0020	53
Hardin	D2		62.4	.0403	11.2	23,205	.0153	6,374	1,749	1,043	7,291	436		51,909	.0236	832	4,635	.0245	61
Elizabethtown			6.1	.0039	1.9	13,763	.0091	2,548	1,097	853	5,219	263	*	6,508	.0029	1,067	3,425	.0049	126
Harlan	F3		72.9	.0470	16.6	41,444	.0274	11,530	10,068	1,933	9,303	1,018		49,145	.0223	674	2,961	.0288	61
Harlan			4.9	.0032	1.3	18,614	.0123	3,805	2,231	806	8,436	517	*	4,998	.0023	1,020	3,845	.0055	172
Harrison	E2		13.7	.0089	4.2	10,248	.0068	2,571	800	544	1,793	291		15,639	.0070	1,142	3,724	.0073	82
Hart	D3		15.5	.0100	4.4	7,023	.0046	1,313	941	190	1,225	226		9,278	.0043	599	2,109	.0055	55
Henderson	B2		31.2	.0201	9.2	22,901	.0152	5,870	1,294	896	4,113	872		25,965	.0117	832	2,822	.0144	72
Henderson			17.3	.0111	5.5	19,003	.0126	4,822	1,110	896	3,566	599	9,307	16,669	.0075	964	3,031	.0097	87
Henry	E2		11.5	.0075	3.5	5,820	.0038	1,369	932	274	748	258		8,714	.0040	758	2,490	.0046	61
Hickman	A4		7.9	.0051	2.3	2,849	.0019	1,088	272	112	307			5,617	.0025	711	2,442	.0028	55
Hopkins	B3		39.1	.0252	11.4	28,071	.0188	6,783	3,618	1,143	7,182	663		31,102	.0142	795	2,728	.0177	70
Madisonville			11.3	.0073	3.7	17,962	.0119	3,519	1,927	1,037	6,026	407	*	12,686	.0058	1,123	3,429	.0079	108
Jackson	F3		13.1	.0085	3.1	2,169	.0014	808	511	65	428	65		3,061	.0013	234	987	.0028	33
Jefferson	D2	81	492.8	.3180	143.1	533,088	.3525	124,757	67,632	27,546	106,353	23,638		826,408	.3749	1,677	5,775	.3568	112
▲Louisville			376.1	.2428	112.1	478,298	.3162	111,457	63,793	25,954	88,814	21,663	481,007	619,284	.2810	1,647	5,524	.2839	117
Jessamine	E2		12.6	.0081	3.6	6,239	.0041	1,941	499	164	1,228	257		10,962	.0050	870	3,045	.0054	67
Johnson	G2		24.1	.0156	5.9	11,435	.0076	2,922	1,571	991	2,729	32		18,247	.0073	674	2,754	.0091	58
Kenton	E1	29	107.4	.0693	32.6	82,606	.0546	27,071	7,250	3,648	10,922	3,234		174,816	.0794	1,628	5,362	.0699	101
Covington			66.4	.0429	20.7	66,777	.0442	21,929	6,930	3,298	9,956	2,547	19,721	105,637	.0479	1,591	5,103	.0458	107
Knott	G3		20.8	.0134	4.1	2,881	.0019	968	1,216	179	*	66		6,039	.0027	290	1,473	.0046	34
Knox	F3		30.9	.0200	7.2	7,019	.0047	2,295	1,049	393	1,470	67		11,860	.0054	384	1,647	.0081	41
1Corbin																			
Larue	D3		10.1	.0065	2.8	5,108	.0033	718	521	305	1,243	62		8,506	.0038	842	3,038	.0042	65
Laurel	E3		26.4	.0170	8.3	9,717	.0065	3,077	1,419	475	1,202	179		12,101	.0055	458	1,921	.0081	48
Lawrence	G2		14.4	.0093	3.6	4,116	.0027	1,305	466	162	1,304	107		5,656	.0026	393	1,571	.0040	43
Lee	F3		8.7	.0056	2.1	1,662	.0011	525	158	61	311	78		4,074	.0018	468	1,940	.0024	43
Leslie	F3		15.9	.0103	3.1	2,557	.0017	1,419	164	*	*	63		4,016	.0019	253	1,295	.0035	34
Letcher	G3		40.2	.0260	8.9	17,777	.0117	5,777	4,059	1,024	2,195	239		22,584	.0102	562	2,538	.0138	53
Lewis	F1		13.5	.0087	3.4	3,582	.0024	1,150	430	68	1,012	65		4,672	.0021	346	1,374	.0035	40
Lincoln	E3		19.0	.0122	5.0	6,998	.0046	1,458	987	261	1,552	150		9,427	.0043	496	1,885	.0060	49
Livingston	B3		7.2	.0047	2.0	2,155	.0014	810	246	73	244	67		3,300	.0015	458	1,650	.0021	45
Logan	C3		22.6	.0146	6.4	12,975	.0086	3,384	1,532	685	2,769	375		15,011	.0068	664	2,345	.0089	61
Lyon	B3		6.7	.0043	1.7	1,779	.0012	589	214	*	352	68		3,072	.0014	459	1,807	.0019	44
McCracken	A3		59.6	.0385	18.5	57,784	.0382	12,025	7,700	2,738	14,385	2,208		67,498	.0306	1,133	3,649	.0345	90
Paducah			40.0	.0258	12.8	54,537	.0360	9,828	6,845	2,608	14,385	2,110	33,607	52,778	.0239	1,319	4,123	.0279	108
McCreary	E4		17.1	.0110	3.7	5,864	.0039	2,379	942	561	1,622	115		8,315	.0038	486	2,247	.0053	48
McLean	C3		10.1	.0065	2.8	3,269	.0021	1,175	305	*	702	115		5,674	.0026	562	2,026	.0032	49

1 Corbin is in Knox and Whitley Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

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THE LOUISVILLE TIMES

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KENTUCKY— (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Madison	E2		32.1	.0207	8.7	17,758	.0118	4,228	2,013	1,149	3,268	747		27,641	.0125	861	3,177	.0139	67
Richmond			10.5	.0068	3.0	13,249	.0088	3,057	1,316	738	2,554	573	*	9,919	.0045	945	3,306	.0062	91
Magoffin	F2		13.7	.0089	2.9	2,015	.0013	774	415	*	*	29		3,461	.0016	253	1,193	.0030	34
Marion	D3		17.6	.0114	4.1	10,116	.0067	1,664	1,529	462	1,887	67		10,709	.0049	608	2,612	.0067	59
Marshall	B3		13.5	.0087	4.0	5,488	.0036	1,496	574	222	2,099	108		6,699	.0030	496	1,675	.0043	49
Martin	G2		12.0	.0077	2.4	1,811	.0012	863	426	132	*			2,923	.0013	244	1,218	.0026	34
Mason	F2		18.7	.0121	5.5	18,212	.0121	3,677	2,797	736	3,121	709		22,741	.0103	1,216	4,135	.0112	93
Maysville			8.6	.0055	2.9	16,626	.0110	3,180	2,445	663	2,926	709	*	12,390	.0057	1,441	4,272	.0072	131
Meade	C2		14.2	.0092	2.7	4,181	.0027	743	463	*	1,121	64		10,074	.0047	709	3,731	.0050	51
Menifee	F2		4.8	.0031	1.2	659	.0005	275	138	*	*			1,527	.0007	318	1,273	.0011	35
Mercer	E2		14.8	.0095	4.5	9,481	.0062	2,054	927	762	2,468	398		12,598	.0057	851	2,800	.0066	69
Metcalfe	D3		10.0	.0065	2.8	2,244	.0015	275	620	*	577	63		3,370	.0015	337	1,204	.0025	38
Monroe	D4		14.0	.0090	3.4	4,824	.0032	1,161	1,294	71	926	110		4,190	.0019	299	1,164	.0037	41
Montgomery	F2		17.3	.0112	3.7	11,984	.0079	3,293	1,722	842	2,018	319		17,349	.0079	1,003	4,689	.0098	77
Morgan	F2		13.7	.0088	3.3	2,178	.0015	634	186	25	587	33		4,359	.0020	318	1,321	.0032	36
Muhlenberg	C3		32.3	.0209	8.7	16,594	.0109	5,620	2,079	722	3,012	367		20,555	.0093	636	2,363	.0121	58
Nelson	D2		20.2	.0130	4.8	10,911	.0073	1,938	1,209	504	1,799	363		17,775	.0081	880	3,703	.0088	66
Nicholas	E2		7.5	.0049	2.3	3,261	.0021	1,081	386	66	675	152		5,966	.0027	795	2,594	.0030	61
Ohio	C3		20.8	.0134	5.9	6,628	.0044	2,616	267	145	903	211		9,927	.0045	477	1,683	.0063	47
Oldham	D2		11.3	.0073	2.6	4,555	.0030	1,023	302	*	1,142	67		12,057	.0054	1,067	4,637	.0051	70
Owen	E1		9.9	.0064	3.0	4,092	.0027	967	672	336	737	152		8,337	.0038	842	2,779	.0040	63
Owsley	F3		7.3	.0047	1.7	491	.0003	211	57	*	*			2,184	.0010	299	1,285	.0015	32
Pendleton	E1		9.7	.0062	3.0	3,693	.0025	1,168	186	280	541	102		9,983	.0045	1,029	3,328	.0042	68
Perry	F3		47.0	.0304	10.1	26,080	.0172	6,167	7,053	1,331	5,496	422		32,106	.0146	683	3,179	.0185	61
Hazard			7.0	.0045	1.8	15,423	.0102	2,707	1,658	1,154	4,227	277	4,350	6,612	.0030	945	3,673	.0054	120
Pike	G3		84.0	.0542	18.5	35,063	.0232	9,577	8,421	2,840	6,146	443		36,917	.0168	439	1,996	.0282	48
Pikeville			5.4	.0035	1.5	16,106	.0106	2,974	1,773	1,867	4,584	443	7,386	5,101	.0023	945	3,401	.0050	143
Powell	F2		6.8	.0044	1.7	1,421	.0009	181	624	*	*			2,610	.0011	384	1,535	.0017	39
Pulaski	E3		39.2	.0253	10.1	17,772	.0118	4,427	1,877	1,180	3,397	485		22,724	.0103	580	2,250	.0138	55
Somerset			7.2	.0047	2.1	12,763	.0085	2,614	1,399	1,144	2,950	381	3,515	6,063	.0027	842	2,887	.0048	102
Robertson	F2		3.0	.0019	.9	684	.0005	221	65		*	59		2,640	.0012	880	2,933	.0011	38
Rockcastle	E3		13.7	.0089	3.3	3,588	.0023	1,313	414	100	248	93		4,359	.0020	318	1,321	.0035	39
Rowan	F2		13.0	.0084	3.1	5,465	.0036	1,263	441	515	400	63		6,696	.0031	515	2,160	.0043	51
Russell	E3		13.9	.0089	3.9	3,309	.0022	989	420	74	726	82		3,774	.0017	272	1,048	.0033	37
Scott	E2		15.5	.0101	4.4	9,315	.0062	2,899	567	231	1,567	243		15,366	.0069	991	3,492	.0073	72
Shelby	D2		18.1	.0116	5.2	13,008	.0086	2,894	1,668	402	3,261	387		17,619	.0080	973	3,388	.0089	77
Simpson	C4		11.9	.0077	3.5	9,191	.0061	1,926	772	464	2,291	379		10,579	.0048	889	3,023	.0058	78
Spencer	D2		6.1	.0040	1.7	3,020	.0020	557	360	142	708	30		5,368	.0025	880	3,158	.0027	68
Taylor	D3		14.8	.0095	4.0	8,525	.0056	1,657	1,290	852	1,552	65		12,465	.0056	842	3,116	.0084	67
Todd	C3		13.0	.0084	3.7	5,219	.0034	1,518	441	227	492	232		8,027	.0037	617	2,169	.0046	55
Trigg	B4		9.7	.0063	2.5	3,864	.0026	835	690	225	732	63		5,450	.0024	562	2,180	.0032	51
Trimble	D1		5.2	.0033	1.5	1,090	.0007	336	75		*			3,454	.0016	664	2,303	.0017	52
Union	B3		15.0	.0097	4.2	11,542	.0077	2,609	876	792	2,546	445		10,530	.0048	702	2,507	.0067	69
Warren	C3		42.8	.0276	12.5	34,267	.0226	6,491	4,166	1,695	7,149	1,298		42,046	.0191	982	3,364	.0219	79
Bowling Green			18.1	.0117	5.7	30,068	.0199	5,110	3,781	1,695	6,355	1,169	9,293	18,466	.0084	1,020	3,240	.0125	107
Washington	D2		13.0	.0084	3.3	6,010	.0040	1,039	1,080	202	1,353	64		11,310	.0051	870	3,427	.0054	64
Wayne	E3		16.8	.0109	4.0	4,825	.0032	1,601	314	*	985	67		6,131	.0028	365	1,533	.0045	41
Webster	B3		15.5	.0100	4.9	8,037	.0053	2,127	868	195	1,180	189		11,313	.0051	730	2,309	.0061	61
Whitley	E4		32.3	.0208	7.9	17,396	.0115	4,729	2,228	790	3,974	530		23,573	.0107	730	2,984	.0130	63
1Corbin			7.9	.0051	2.3	11,604	.0076	2,812	1,268	692	2,906	433	*	9,536	.0043	1,207	4,146	.0054	106
Wolfe	F2		7.5	.0049	1.7	1,120	.0007	257	128	*	*			2,454	.0011	327	1,444	.0017	35
Woodford	E2		11.5	.0074	3.3	6,396	.0043	1,809	588	243	710	289		10,863	.0049	945	3,292	.0052	70
Total Above Cities			831.2	.5366	249.1	1,151,791	.7616	257,654	142,039	63,637	234,467	44,244	646,155	1,212,106	.5499	1,458	4,868	.6102	114
State Total			3,023.7	1.9518	805.5	1,920,930	1.2702	483,314	247,438	95,452	370,160	63,776		2,847,279	1.2918	942	3,535	1.4174	73
Per Capita Sales						635		160	82	32	122	21							
Per Family Sales						2,385		600	307	119	460	79							

KENTUCKY— SM Standard Metropolitan County Areas

Huntington (W. Va.)-Ashland (Ky.)		62	251.7	.1624	69.8	189,230	.1251	46,387	24,243	10,678	38,482	5,813		291,438	.1322	1,158	4,175	.1361	84
Lexington		75	103.0	.0665	28.7	116,070	.0767	22,755	15,476	5,702	16,376	4,661		177,281	.0804	1,721	6,177	.0765	115
Louisville		81	590.2	.3809	171.8	597,827	.3952	142,243	71,197	30,506	119,170	25,258		927,712	.4209	1,572	5,400	.4052	106

1 Corbin is in Knox and Whitley Counties.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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POWER and POPULARITY

The ONLY radio station serving and selling ALL of Kentuckiana



WHAS, with its 50,000 watts, clear channel, and quality programs, leads in listenership morning, afternoon and night by a very substantial margin.
PULSE, Nov.-Dec. '51

Exclusive Radio representatives
HENRY I. CHRISTAL CO.
New York • Chicago

The nation's FIRST and Louisville's ONLY 50,000 watt television station



Monday through Saturday, WHAS-Television is the leading station morning and night by a substantial margin. Of the top 12 local live night programs, *11 are on WHAS-Television.*
PULSE, Dec. '51

Exclusive Television representatives
HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • San Francisco

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*



MASON JACKSON, JR.
Food Broker

Ask YOUR REGIONAL DISTRIBUTOR ABOUT RADIO IN SHREVEPORT!



E. G. JOHNSON
Food Distributor



GRAY McCRAW
Feed Distributor



JOE T. MONSOUR
Plumbing Distributor



Q. T. HARDTNER
Lumber & Coffee Merchandiser

Every jobber and wholesaler in and around Shreveport knows that KWKH is far and away this area's greatest radio station. The KWKH Daytime BMB Map (Study No. 2 — Spring, 1949) shows circulation of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are *"average daily listeners"* to KWKH!

KWKH

A Shreveport Times Station

SHREVEPORT LOUISIANA Texas Arkansas

The Branham Company
Representatives

50,000 Watts • CBS • Henry Clay, *General Manager*

LOUISIANA — Counties and Cities —

(Other West South Central States: Arkansas, p. 196; Oklahoma, p. 486; Texas, p. 546.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

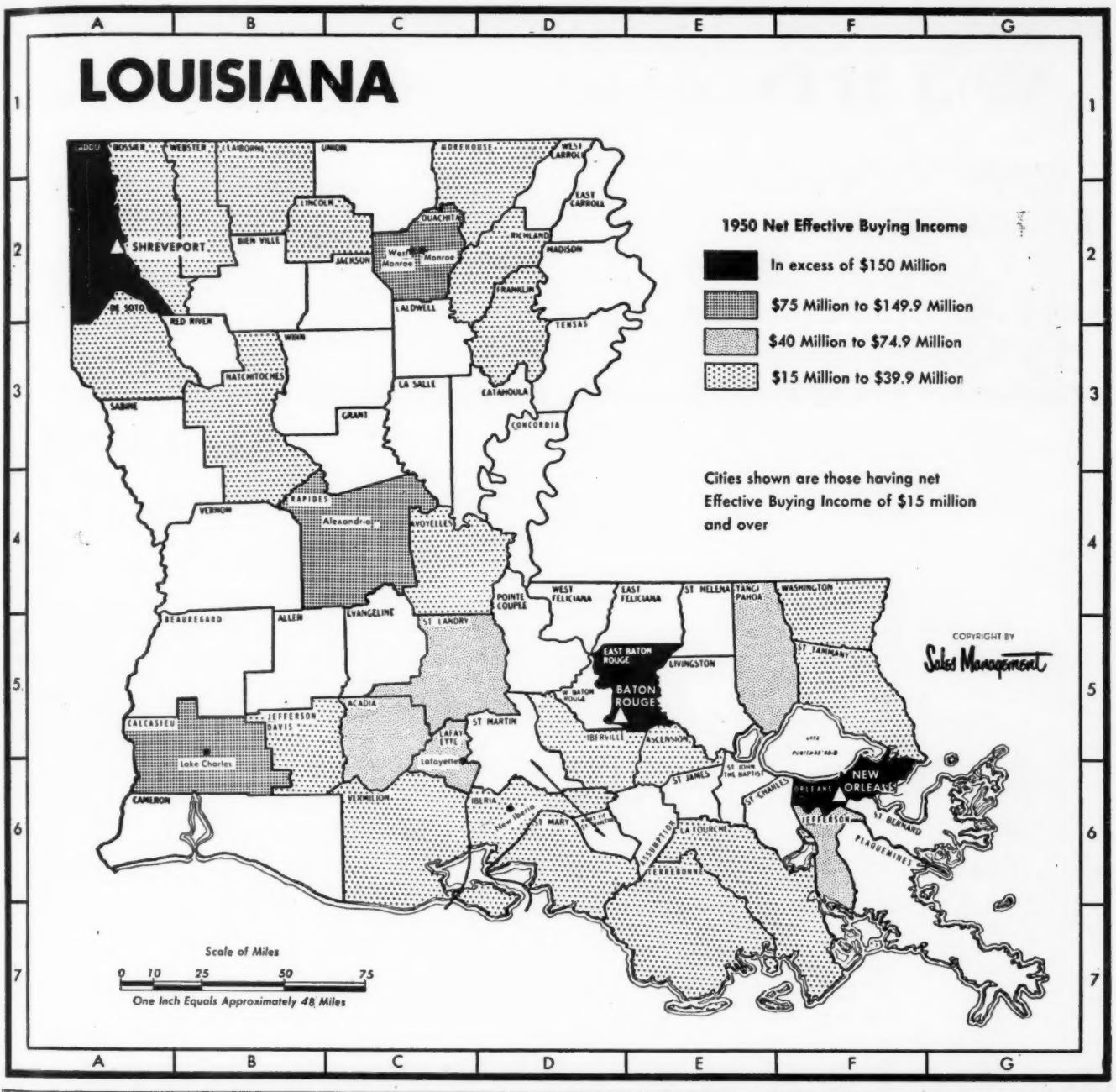
City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alexandria	Rapides	36.0	191	19	19	35	20
Bastrop	Morehouse	13.2	50	9	3	15	5
Baton Rouge	East Baton Rouge	132.5	326	32	73	64	52
Bogalusa	Washington	18.1	93	11	12	22	7
Bossier City	Bossier	15.7	46	4	4	16	3
Crowley	Acadia	12.9	69	2	9	11	4
Gretna	Jefferson	14.1	76	11	6	6	5
Houma	Terrebonne	11.9	71	13	18	16	6
Jennings	Jeff Davis	9.9	51	8	8	9	2
Lafayette	Lafayette	35.0	153	9	23	29	11
Lake Charles	Calcasieu	44.2	120	13	22	33	12
Minden	Webster	10.0	46	13	13	12	7
Monroe	Ouachita	40.0	189	22	30	41	26
New Iberia	Iberia	16.9	113	10	18	15	8
New Orleans	Orleans	583.5	2,417	173	261	150	271
Opelousas	St. Landry	11.9	83	7	13	11	6
Ruston	Lincoln	10.5	30	10	11	17	5
Shreveport	Caddo	129.2	376	29	74	62	45
Thibodaux	Lafourche	7.9	45	6	10	8	6

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Acadia	C5		47.8	.0308	12.7	28,598	.0189	5,021	4,071	1,385	6,029	664		45,604	.0207	954	3,591	.0221	72
Crowley			12.9	.0083	3.8	13,573	.0090	2,038	339	721	4,191	249	4,195	16,507	.0075	1,280	4,344	.0081	98
Allen	B5		19.2	.0123	5.3	9,098	.0060	1,793	1,375	344	3,194	232		12,697	.0058	661	2,396	.0071	58
Ascension	E5		22.7	.0147	6.0	11,273	.0075	2,973	1,272	621	1,665	311		16,731	.0075	737	2,789	.0088	60
Assumption	E6		17.2	.0111	4.3	5,488	.0036	1,167	1,881	268	746	163		11,180	.0051	650	2,600	.0058	52
Avoyelles	C4		38.3	.0247	10.4	15,640	.0103	3,396	2,139	797	3,748	538		22,819	.0104	596	2,194	.0131	53
Beauregard	B5		18.4	.0119	5.1	10,710	.0071	3,487	1,175	867	2,341	261		15,162	.0068	824	2,973	.0079	68
Bienville	B2		18.9	.0122	5.0	8,081	.0054	2,527	1,570	173	1,402	247		13,737	.0063	727	2,747	.0072	59
Bossier	A1		38.0	.0245	10.7	19,563	.0129	5,345	977	809	4,982	374		25,557	.0116	673	2,389	.0146	60
Bossier City			15.7	.0102	4.7	13,272	.0088	3,042	174	574	4,236	260	*	13,612	.0062	867	2,896	.0078	76
Caddo	A1	132	179.8	.1161	52.2	205,901	.1362	42,522	22,236	12,138	53,360	7,287		309,948	.1406	1,724	5,938	.1344	116
▲Shreveport			129.2	.0834	38.7	188,052	.1243	36,199	19,931	12,094	50,597	6,850	189,383	261,870	.1188	2,027	6,767	.1134	136

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15

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BUY *THE SHREVEPORT MARKET*

EFFECTIVE INCOME 1951 • RETAIL SALES 1951

$261,870,000 $188,052,000

BUY *RADIO STATION KENT*

CONTINUING ITS EXCEPTIONAL SALES SERVICE

COVERAGE • AUDIENCE • MERCHANDISING

WALKER REPRESENTATION COMPANY

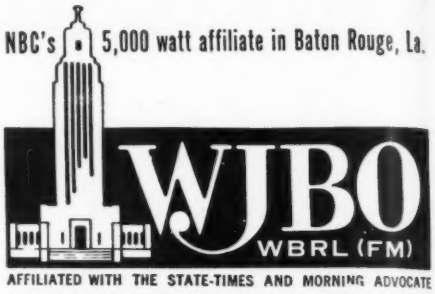
KENT

MUTUAL BROADCASTING SYSTEM

WJBO BATON ROUGE

. . . that's what you like about the South

THE TRADITIONAL LAND of cotton has, in the past decade, become the dynamic land of new industry. Baton Rouge typifies the South's industrial—and agricultural—growth, as every pertinent index plainly shows. Put your sales story on WJBO—the booming voice of Baton Rouge —and reach the largest overall audience of any station in the market.



AFFILIATED WITH THE STATE-TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERY CO.

LOUISIANA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

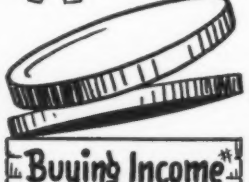
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Calcasieu	A5		96.2	.0621	27.1	87,349	.0577	19,470	10,306	3,784	18,905	2,076		142,890	.0648	1,485	5,273	.0621	100
Lake Charles			44.2	.0285	9.5	54,796	.0362	7,264	8,742	2,427	14,712	1,500	36,363	86,239	.0391	1,951	9,078	.0361	127
Caldwell	C2		10.2	.0066	2.9	5,028	.0033	1,068	1,173	*	1,313	241		6,526	.0030	640	2,250	.0038	58
Cameron	A6		6.1	.0039	1.5	1,924	.0013	871	59	*	*	57		3,240	.0015	531	2,160	.0019	49
Catahoula	D3		11.7	.0076	3.1	4,796	.0032	1,565	404	*	1,221	200		6,348	.0028	543	2,048	.0039	51
Claiborne	B1		25.1	.0162	6.7	13,271	.0088	3,801	1,971	615	2,907	617		19,861	.0090	791	2,964	.0104	64
Concordia	D3		14.4	.0093	4.1	5,861	.0038	2,081	293	*	529	168		9,523	.0044	661	2,323	.0052	56
De Soto	A2		24.4	.0157	6.3	13,118	.0087	3,484	2,235	287	3,623	608		17,983	.0081	737	2,854	.0098	62
East Baton Rouge	D5	13	171.1	.1105	47.6	164,088	.1085	31,968	23,744	10,098	32,307	6,298		289,347	.1313	1,691	6,079	.1203	109
▲Baton Rouge			132.5	.0855	37.9	142,132	.0940	26,144	22,229	9,800	28,163	5,782	61,619	224,070	.1017	1,691	5,912	.0961	112
East Carroll	D2		18.3	.0105	4.3	7,515	.0050	1,810	1,197	401	926	326		12,013	.0055	737	2,794	.0064	61
East Feliciana	E4		19.4	.0125	3.4	4,902	.0032	1,528	1,030	158	1,009	101		7,785	.0035	401	2,290	.0052	42
Evangeline	C5		32.4	.0209	8.9	11,210	.0074	2,447	1,029	619	2,322	134		12,636	.0057	390	1,420	.0093	44
Franklin	D2		29.6	.0191	7.3	12,419	.0082	3,121	1,477	604	1,352	440		17,969	.0082	607	2,462	.0104	54
Grant	C3		14.3	.0093	3.9	4,517	.0030	1,578	712	123	968	60		8,520	.0038	596	2,185	.0047	51
Iberia	D6		41.2	.0266	10.9	28,123	.0186	6,169	2,145	2,146	4,738	729		36,608	.0166	889	3,359	.0192	72
New Iberia			16.9	.0109	4.8	18,650	.0123	3,129	1,331	1,621	3,574	512	18,704	19,602	.0089	1,160	4,084	.0103	94
Iberville	D5		26.7	.0172	7.3	13,168	.0087	3,602	1,858	949	2,494	295		20,827	.0095	780	2,853	.0108	63
Jackson	C2		15.5	.0100	4.1	9,370	.0062	1,991	2,453	389	2,316	219		16,137	.0073	1,041	3,936	.0075	75
Jefferson	F6	95	115.0	.0742	32.2	49,460	.0327	14,185	2,300	3,399	5,973	1,749		66,042	.0300	574	2,051	.0397	54
Gretna			14.1	.0091	4.1	12,424	.0082	4,115	634	1,291	2,770	472	*	10,695	.0049	759	2,609	.0067	74
Jefferson Davis	B5		27.0	.0175	7.3	20,991	.0139	4,393	840	884	5,585	393		24,598	.0111	911	3,370	.0132	75
Jennings			9.9	.0064	3.0	12,459	.0083	2,258	718	591	3,978	114	5,549	12,130	.0055	1,225	4,043	.0065	102

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Industry *works for* YOU *in Baton Rouge!*

Industrial expansion of $42,331,524 was announced for Metropolitan Baton Rouge during the first two months of 1952. In 1951, industrial growth totaled $132,849,530, a record that will likely fall this year. More industry, more people, more business . . . that's the Baton Rouge story. This ever-better market is always best reached with the STATE-TIMES and MORNING ADVOCATE, two good newspapers.



State-Times & Morning Advocate

Evening, 31,292* Morning, 19,022* Sunday, 34,163*

(* S. M. Survey of Buying Power, 1952
* Publisher's Statement, Jan. 1, 1952)

Represented by The John Budd Co.
Affiliated with Radio Station WJBO



NOBODY COMES CLOSE TO THE AMAZING WMRY RATINGS* IN NEW ORLEANS' NEGRO MARKET

*See latest special PULSE (Negro Homes Only)

. . . that's because WMRY—and only WMRY—has a complete Colored programming staff . . . and devotes all its programs to the Greater New Orleans Negro Market of over 500,000 persons.

600 KC-"THE SEPIA STATION"

WMRY

New Orleans, Louisiana

THE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

Represented Nationally by JOHN E. PEARSON CO. ● MORT SILVERMAN, General Manager

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA—(Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES—1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lafayette	C5	.....	59.6	.0384	15.7	39,727	.0263	6,275	5,506	2,525	8,794	903	.....	60,096	.0273	1,008	3,828	.0292	76
Lafayette	.....	.....	35.0	.0226	9.5	31,842	.0210	4,771	4,608	2,417	8,227	790	19,044	41,740	.0189	1,193	4,394	.0203	90
Lafourche	E6	.....	42.6	.0275	10.6	30,157	.0199	7,083	3,629	1,614	5,017	704	.....	40,642	.0184	954	3,834	.0207	75
Thibodaux	.....	.....	7.9	.0051	2.2	13,427	.0089	2,627	763	913	3,323	387	6,060	10,359	.0047	1,311	4,709	.0060	118
La Salle	C3	.....	13.0	.0084	3.7	7,586	.0050	1,961	1,251	141	2,603	250	.....	11,418	.0052	878	3,086	.0058	69
Lincoln	B2	.....	25.8	.0167	6.6	14,453	.0096	2,652	1,993	1,199	3,983	417	.....	21,261	.0097	824	3,221	.0111	66
Ruston	.....	.....	10.5	.0068	2.7	12,273	.0081	2,047	1,536	1,099	3,761	327	*	10,588	.0048	1,008	3,921	.0062	91
Livingston	E5	.....	20.4	.0131	5.4	8,917	.0059	3,482	718	308	2,169	174	.....	8,854	.0040	434	1,640	.0064	49
Madison	D2	.....	17.5	.0113	4.9	9,509	.0063	2,137	863	*	2,656	238	.....	13,849	.0063	791	2,826	.0073	65
Morehouse	C1	.....	33.0	.0213	8.7	19,205	.0127	5,209	2,723	432	4,165	628	.....	25,741	.0116	780	2,959	.0139	65
Bastrop	.....	.....	13.2	.0085	3.8	14,399	.0095	3,006	1,930	324	3,905	464	1,185	11,594	.0053	878	3,051	.0072	85
Natchitoches	B3	.....	38.0	.0246	9.8	13,816	.0091	3,916	2,592	619	2,388	547	.....	21,433	.0098	564	2,187	.0126	51
Orleans	F6	95	583.5	.3766	172.1	590,310	.3903	123,388	103,425	32,928	71,632	25,043	.....	904,326	.4103	1,550	5,255	.3976	106
▲New Orleans	.....	.....	583.5	.3766	172.1	590,310	.3903	123,388	103,425	32,928	71,632	25,043	719,456	904,326	.4103	1,550	5,255	.3976	106
Ouachita	C2	176	77.3	.0499	22.4	84,563	.0550	14,231	9,285	6,240	24,166	2,362	.....	104,767	.0475	1,355	4,677	.0505	101
△*Monroe-West Monroe*	.....	.....	*50.6*	*.0327*	*15.4*	*79,738*	*.0527*	*11,412*	*9,117*	*6,240*	*23,928*	*2,308*	*65,432*	*79,543*	*.0361*	*1,572*	*5,165*	*.0404*	*124*
Monroe	.....	.....	40.0	.0258	12.2	70,885	.0468	8,121	8,616	5,532	23,664	2,065	*	62,894	.0286	1,572	5,155	.0335	130
Plaquemines	F6	.....	14.5	.0094	3.7	4,504	.0029	2,524	549	*	*	179	.....	5,967	.0027	412	1,613	.0041	44
Pointe Coupee	D4	.....	21.9	.0141	5.6	8,559	.0057	1,641	1,590	466	1,459	258	.....	13,048	.0059	596	2,330	.0075	53

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Win More Sales in

NEW ORLEANS

with

18,501,974

ADVERTISING IMPRESSIONS



YES! That's what car cards offer you, per month, in our rich market. See the data in this issue for our market potentials.

Here car cards give your advertising-sales messages broadest COVERAGE (8 out of 10 adults) — IMPACT thru daily REPETITION — deep PENETRATION of all income and age groups, men, women, housewives, children. Car cards offer unusual merchandising possibilities. See our listing in SR&DS for rates, runs and sizes.

Transportation Advertisers Inc.

Richards Building

NEW ORLEANS, LOUISIANA

THE SHREVEPORT TIMES

is first in circulation and advertising in fabulously rich Ark-La-Tex Trade Region

Shreveport, one of the nation's top quality markets, is rated 36% *better* than the average U. S. city, proclaims Sales Management's authoritative 1952 Quality of Market Index. This means that for every dollar you sell nationally, the people of Shreveport should buy $1.36. This city's 36% rating is the ***HIGHEST among all Louisiana cities!***

Purchasing power per family in Shreveport is $6,767 which is $1,845 *more* than the average American family income!

The SHREVEPORT TIMES is the *only* newspaper covering the rich 19-county "Ark-La-Tex" trade area where total retail sales last year exceeded $530,101,000 and buying income totaled over $699 MILLION—an all-time record high!

The SHREVEPORT TIMES is *first* in circulation, *first* in advertising and *lowest* in milline cost in this wealthy trade region of 652,327 people.

It's results that count! The SHREVEPORT TIMES is the ONLY newspaper offering complete and effective coverage of the oil-rich, lumber-rich, cattle-rich, cotton-rich "Ark-La-Tex" market region! For further details, contact a Branham man.

The SHREVEPORT TIMES now ***leads by 19,643*** in total daily circulation over the other Shreveport newspaper—further proof of TIMES' superiority! A Branham man can give you the complete story. Ask him today.

Sources: Circulation data from ABC Publishers' Statement, 9-30-51. Population from 1950 U. S. Census; Sales and Buying Income data from 1952 Sales Management Survey of Buying Power.

LOUISIANA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rapides	B4	.....	93.6	.0604	25.2	70,173	.0464	16,638	11,639	4,399	14,630	2,022	.....	94,378	.0428	1,008	3,745	.0474	78
Alexandria	.....	.....	36.0	.0232	10.9	55,740	.0369	10,690	10,208	3,766	13,648	1,662	21,447	51,519	.0234	1,431	4,727	.0274	118
Red River	B3	.....	11.9	.0077	3.2	4,676	.0031	1,249	869	80	1,128	30	.....	6,456	.0030	543	2,018	.0040	52
Richland	D2	.....	26.7	.0173	6.8	14,945	.0099	3,325	1,378	424	3,793	547	.....	16,509	.0075	618	2,428	.0102	59
Sabine	A3	.....	20.9	.0134	5.5	7,687	.0050	2,039	1,953	445	1,339	291	.....	14,269	.0064	683	2,594	.0074	55
St. Bernard	F6	95	11.9	.0077	3.2	3,656	.0025	1,106	65	31	*	54	.....	5,166	.0024	434	1,614	.0035	45
St. Charles	E6	.....	13.5	.0087	3.5	5,323	.0035	1,950	335	345	657	195	.....	7,905	.0036	588	2,259	.0046	53

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



Alexandria Daily Town Talk

National Representatives
The John Budd Company

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

LOUISIANA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
St. Helena	E4	....	9.1	.0059	2.2	1,495	.0010	491	689	.....	*	27	.....	3,949	.0018	434	1,795	.0024	41
St. James	E6	....	15.5	.0100	3.8	6,337	.0042	1,870	1,130	321	981	143	.....	9,917	.0045	640	2,610	.0055	55
St. John	E6	....	15.0	.0097	3.7	5,620	.0037	2,155	1,020	325	.....	117	.....	8,783	.0039	586	2,374	.0050	52
St. Landry	C5	....	80.2	.0518	19.2	36,518	.0241	7,863	3,997	2,914	7,325	780	.....	45,236	.0206	564	2,356	.0279	54
Opelousas	....	....	11.9	.0077	3.3	16,717	.0110	2,377	2,314	2,076	5,604	428	7,118	7,736	.0035	650	2,344	.0066	86
St. Martin	D5	....	26.6	.0171	6.3	8,631	.0057	1,756	1,282	240	2,565	207	.....	13,833	.0062	520	2,196	.0082	48
St. Mary	D6	....	36.9	.0239	9.8	23,213	.0154	7,778	1,844	1,073	3,749	514	.....	25,194	.0115	683	2,571	.0152	64
St. Tammany	F5	....	27.5	.0177	7.7	15,565	.0103	3,972	1,108	1,100	2,647	433	.....	19,987	.0090	727	2,596	.0111	63
Tangipahoa	E4	....	54.7	.0353	14.8	35,727	.0236	7,610	3,640	1,124	6,433	1,293	.....	49,219	.0224	900	3,326	.0253	72
Tensas	D3	....	13.2	.0095	3.7	5,744	.0038	1,468	944	137	596	256	.....	8,014	.0036	607	2,166	.0046	54
Terrebonne	E6	....	44.6	.0288	11.0	27,862	.0184	7,350	4,793	2,039	3,931	641	.....	34,789	.0158	780	3,163	.0192	67
Houma	....	....	11.9	.0077	3.4	19,372	.0128	4,489	2,569	1,931	3,307	555	6,247	15,483	.0070	1,301	4,554	.0089	116
Union	C1	....	19.2	.0124	5.1	9,060	.0060	1,605	1,884	409	3,031	209	.....	10,829	.0049	564	2,123	.0067	54
Vermilion	C6	....	37.3	.0241	10.3	21,911	.0145	3,984	1,680	1,432	4,087	620	.....	22,643	.0103	607	2,198	.0143	59
Vernon	B4	....	19.3	.0125	5.5	9,109	.0060	3,164	1,781	249	2,123	362	.....	8,989	.0041	466	1,634	.0064	51
Washington	F4	....	39.2	.0253	10.6	25,355	.0168	5,411	3,404	1,487	6,365	846	.....	30,176	.0136	770	2,847	.0169	67
Bogalusa	....	....	18.1	.0117	5.3	17,905	.0119	3,995	2,001	1,370	4,393	596	*	15,509	.0070	857	2,926	.0094	80
Webster	B1	....	36.4	.0235	9.9	25,629	.0169	6,845	2,812	1,388	6,232	1,024	.....	25,636	.0117	704	2,589	.0156	68
Minden	....	....	10.0	.0064	2.9	14,445	.0095	3,094	1,365	729	4,859	649	*	8,025	.0037	803	2,767	.0060	94
West Baton Rouge	D5	....	11.8	.0076	3.2	4,685	.0031	1,720	531	*	*	132	.....	5,629	.0025	477	1,759	.0037	49
West Carroll	D1	....	17.0	.0109	4.2	7,105	.0047	1,222	1,629	501	1,642	215	.....	8,475	.0039	499	2,018	.0055	50
West Feliciana	D4	....	10.0	.0065	1.8	2,051	.0014	671	496	.....	*	56	.....	3,900	.0017	390	2,167	.0026	40
Winn	B3	....	16.3	.0105	4.7	7,597	.0050	1,982	912	351	1,479	347	.....	10,596	.0049	650	2,254	.0061	58
Total Above Cities	....	....	1,153.4	.7444	334.8	1,312,643	.8678	252,794	193,433	82,204	258,544	48,705	1,096,370	1,784,498	.8093	1,547	5,330	.8141	109
State Total	....	....	2,752.3	1.7765	754.7	1,988,420	1.3148	443,086	277,861	109,864	371,025	67,872	.....	2,914,167	1.3222	1,059	3,861	1.4108	79
Per Capita Sales	....	....	.....	.....	.....	722	.....	161	101	40	135	25	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	....	....	.....	.....	.....	2,635	.....	587	368	146	492	90	.....	.....	.....	.....	.....	.....	.....

LOUISIANA — SM Standard Metropolitan County Areas

Baton Rouge	....	13	171.1	.1105	47.6	164,088	.1085	31,968	23,744	10,098	32,307	6,298	.....	289,347	.1313	1,691	6,079	.1203	109
△Monroe-West Monroe	....	176	77.3	.0499	22.4	84,563	.0560	14,231	9,285	6,240	24,166	2,382	.....	451,526	.2049	1,877	6,262	.1880	121
New Orleans	....	95	710.4	.4586	207.5	643,426	.4255	138,679	105,790	36,358	77,905	26,846	.....	975,534	.4427	1,373	4,701	.4408	96
Shreveport	....	132	179.8	.1162	52.2	205,901	.1362	42,522	22,236	12,138	53,360	7,287	.....	309,948	.1406	1,724	5,938	.1344	116

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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HERE'S HOW YOU CAN TELL WHAT THE RETAIL SALES VOLUME WILL BE NEXT MONTH IN 200 CITIES

In every first-of-the-month issue SALES MANAGEMENT *forecasts* what the month's retail sales will be in more than 200 leading U. S. cities. For each city, we give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to sales changes in the making . . . each month.

If You Want Sales in Maine

Buy LEWISTON-AUBURN

1951 RETAIL SALES $70,597,000.

1ST in PAYROLLS
in COVERAGE
in AUDIENCE
in PUBLIC SERVICE
Represented

Nationally by
EVERETT McKINNEY, Inc.

BUY 5,000 WATT WLAM

HOOPER SHARE OF AUDIENCE:

MORNINGS
8 a.m.—12 N. 43.1%
AFTERNOONS
12N—6 p.m. 43.0%
EVENINGS
6 p.m.—8 p.m. 40.9%
Represented
In New England by
KETTELL-CARTER



"MAINE'S VOICE OF PROGRESS" **WLAM** ABC NETWORK

MAINE — Counties and Cities — (Other New England States: Connecticut, p. 225; Massachusetts, p. 336; New Hampshire, p. 406; Rhode Island, p. 522; Vermont, p. 581.)

Maine state map—page 332 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Auburn	Androscoggin	23.5	95	4	10	22	6
Augusta	Kennebec	21.2	92	6	8	22	8
Bangor	Penobscot	32.1	125	12	28	32	20
Bath	Sagadahoc	10.8	52	5	10	8	7
Biddeford	York	21.2	101	14	19	15	7
Brunswick	Cumberland	11.2	55	6	11	14	4
Lewiston	Androscoggin	41.9	205	13	31	17	13
Portland	Cumberland	78.8	324	24	57	38	43
Presque Isle	Aroostook	11.1	33	7	9	11	5
Rockland	Knox	9.2	41	6	10	14	5
Sanford	York	15.4	*	*	*	*	*
Waterville	Kennebec	18.5	66	9	25	25	7

COUNTIES CITIES	Map Code	Met. Area	Population SM Estimates 1/1/52: Total (thousands)	% of U.S.A.	Families (thousands)	Retail Sales — 1951 SM Estimates: Dollars (add 000)	% of U.S.A.	Five Store Groups (in thousands of dollars—add 000): Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Merchant Wholesaler Sales 1951 SM Estimates (add 000)	Effective Buying Income SM Estimates — 1951: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Androscoggin	C5	174	85.3	.0551	24.5	81,514	.0539	23,532	8,363	4,188	13,617	1,700	.....	105,861	.0480	1,241	4,321	.0513	93
△*Lewiston-Auburn*	.....	.....	*65.4*	*.0422*	*19.0*	*70,597*	*.0467*	*19,552*	*7,959*	*3,831*	*12,867*	*1,435*	*27,440*	*84,243*	*.0383*	*1,288*	*4,434*	*.0415*	*93*
△Lewiston	.....	.....	41.9	.0270	11.8	50,318	.0333	14,062	6,867	3,126	6,836	1,103	21,609	53,972	.0245	1,288	4,574	.0276	102
△Auburn	.....	.....	23.5	.0152	7.2	20,279	.0134	5,490	1,092	705	6,031	332	5,831	30,271	.0137	1,288	4,204	.0139	91
Aroostook	D1	.....	96.0	.0619	23.0	90,569	.0599	23,736	9,498	2,743	18,088	2,083	.....	119,140	.0541	1,241	5,180	.0574	93
Presque Isle	.....	.....	11.1	.0072	2.6	21,710	.0143	3,558	1,108	588	3,881	303	5,729	17,933	.0082	1,616	6,897	.0098	136
Cumberland	B5	107	172.1	.1111	50.3	168,792	.1116	48,708	16,224	9,031	25,926	4,649	.....	225,650	.1024	1,311	4,488	.1069	98
▲Portland	.....	.....	78.8	.0508	24.1	114,540	.0758	29,642	13,959	7,230	18,299	2,839	126,794	129,209	.0586	1,640	5,361	.0622	122
Brunswick	.....	.....	11.2	.0073	3.0	14,309	.0094	4,265	867	553	3,197	239	677	13,249	.0060	1,183	4,416	.0073	100
Franklin	B3	.....	21.0	.0136	5.9	16,568	.0110	5,254	399	549	3,352	409	.....	21,645	.0098	1,031	3,669	.0109	80
Hancock	E4	.....	35.1	.0226	10.2	25,173	.0166	9,596	1,340	1,251	4,505	467	.....	42,330	.0192	1,206	4,150	.0191	85

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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WGAN • WGUY • WGUY-FM

Serving Maine's Major Market

Retail sales in area—$716,067,000

The largest retail and wholesale area north of Boston

GUY GANNETT BROADCASTING SERVICES

390 Congress St., Portland — Mt. Hope Ave., Bangor

Sectional Index by States—Page 5

PORTLAND, MAINE

BASIC NEW ENGLAND MARKET

Because it's

* **The Largest Metropolitan County Area . . .**
* **The Largest Wholesale Center . . .**
* **The Largest Newspaper Circulation**

NORTH OF BOSTON

METROPOLITAN PORTLAND

Income	$225,650,000	Gen. Mdse.	$16,224,000
Food	48,708,000	Automotive	25,926,000
Furniture-Household	9,031,000	Drugs	4,649,000
		Retail Sales	$168,792,000

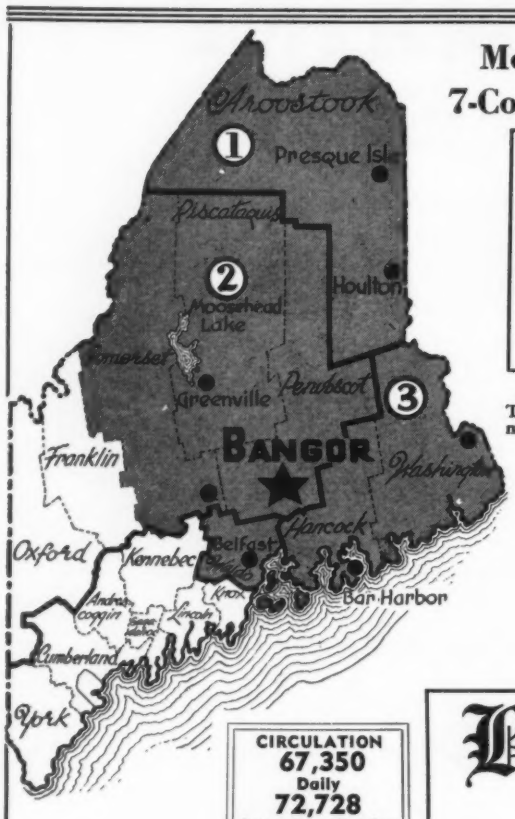
Portland newspapers enable you to cover an even larger area . . . more income, more sales . . . a market relatively untouched by any other circulation.

PORTLAND, MAINE

Basic New England Test Market

Press Herald **Evening Express**

Sunday Telegram



More People . . . More Money . . . More SALES
7-County "News land" is Maine's MAJOR MARKET!

7-COUNTY AREA	Population	Figures From Sales Management "Survey of Buying Power," May 10, 1952 Income	Food	Gen. Mdse.	Automotive	Total Retail
Penobscot	109,500	$134,579,000	$26,160,000	$11,235,000	$20,944,000	$101,955,000
Piscataquis	18,000	16,227,000	4,399,000	897,000	2,094,000	13,883,000
Hancock	35,100	42,330,000	9,596,000	1,340,000	4,505,000	25,173,000
Aroostock	96,000	119,140,000	23,736,000	9,498,000	18,088,000	90,569,000
Washington	35,200	27,219,000	7,916,000	2,367,000	4,319,000	22,912,000
Waldo	21,700	20,844,000	4,475,000	1,086,000	1,544,000	14,377,000
Somerset	40,200	35,757,000	9,239,000	2,025,000	3,696,000	26,902,000
Totals	339,500	$393,096,000	$85,521,000	$28,448,000	$55,190,000	$295,771,000
State Totals	926,200	$1,083,026,000	$241,649,000	$70,459,000	$138,634,000	$806,636,000

It's Big. It's Rich. It responds!
The 7-county territory shaded on this map contains more than 1/3 of the State's population, more than 1/3 of the income . . . and . . . more than 1/3 of the state's total sales in every important category. Just look at the figures. Here's ample proof that Northeastern Maine is a neat bundle of prospects for alert advertisers.

Easily Sold Through a Powerful Single Medium

In this Greater-Bangor Market nearly everybody reads the Bangor Daily News. City Zone is 100% covered and it reaches most of the families in the rest of the territory. For decades it's been their favorite, friendly newspaper.
Early morning delivery service throughout this wide market has built and held a loyal readership reached by no other single medium.
They are busy with Agriculture, Papermaking, Wood Products, Footwear, Fisheries, Resort Business and a variety of thrifty, lucrative pursuits. Wholesale or retail most of their supplies and equipment funnels through Bangor—the trade capital of the Area.

CIRCULATION
67,350
Daily
72,728
Saturday, Sunday
ABC Audit
Y/E Sept. 30, 1951

Bangor Daily News

Maine's LARGEST Daily Newspaper

National Representative: SMALL, BREWER & KENT, Inc.

New York • Boston • Chicago • Los Angeles • San Francisco

MAINE— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kennebec	C4		85.0	.0549	23.8	79,385	.0525	22,074	6,891	3,485	14,759	1,986	.....	103,530	.0470	1,218	4,350	.0502	91
Waterville			18.5	.0119	5.3	27,525	.0182	6,669	3,486	1,828	5,236	724	3,940	24,904	.0113	1,346	4,699	.0135	113
Augusta			21.2	.0137	5.7	24,580	.0163	6,508	1,805	734	5,608	618	11,697	28,795	.0131	1,358	5,052	.0142	104
Knox	D5		28.3	.0183	9.1	26,571	.0176	7,983	1,722	1,118	4,258	561	.....	35,461	.0160	1,253	3,897	.0169	92
Rockland			9.2	.0059	2.8	13,701	.0090	3,491	1,001	816	3,420	290	3,493	15,407	.0069	1,675	5,503	.0073	124
Lincoln	C5		18.1	.0117	5.6	17,780	.0117	5,410	608	297	3,409	256	.....	16,752	.0076	926	2,991	.0097	83
Oxford	B4		44.7	.0287	12.5	33,147	.0219	11,890	3,026	977	5,420	908	.....	43,430	.0197	972	3,474	.0222	77

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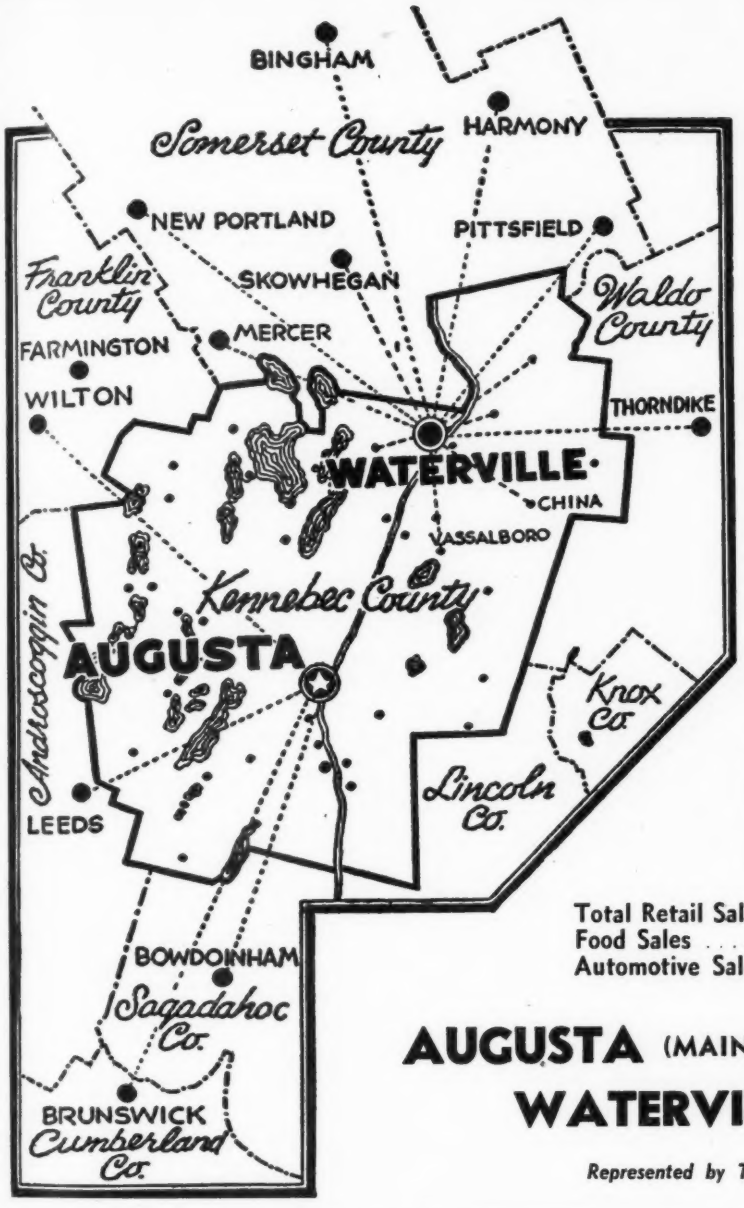
Before using these figures, see explanation page 15.

The Power of LOCAL News

In Sanford, the **Tribune** and **Advocate** is a member of the family . . . the one that gets around town regularly to keep father, mother, sister and brother posted on who's who, what's what and what's new in the community . . . an active link between the family and outside activities. The **Tribune** and **Advocate** is one big reason why Sanford's retail sales are 38% above average volume! Food sales 79% above! Furniture-household sales 84% above! Automotive 56% above!

SANFORD TRIBUNE and ADVOCATE

SANFORD, MAINE



There's Only One SURE Way To SELL the Golden Kennebec Valley

There's plenty of golden living in the Kennebec Valley market.

The market's 35,500 families had $139,287,000 income last year . . . spent 76% of it . . . $106,287,000 . . . for home comforts, personal and household necessities.

There are two keys to selling this multi-million dollar market — Augusta, the State capital, and Waterville. Golden Valley families depend on these two busy centers for retail products and news. The Augusta Kennebec Journal and the Waterville Sentinel blanket this pattern of dependence with better than 66% coverage of the Valley's homes . . . weigh heavily in the shaping of shopping preferences throughout the two-county area.

Here's a picture of retail spending habits in the Augusta Kennebec Journal - Waterville Sentinel market!

Total Retail Sales	$106,287,000	Gen'l. Mdse. Sales	$8,916,000
Food Sales	31,313,000	Furn.-Hshld. Sales	4,602,000
Automotive Sales	18,455,000	Drug Sales	2,771,000

AUGUSTA (MAINE) KENNEBEC JOURNAL
WATERVILLE (MAINE) SENTINEL

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE — (Continued)

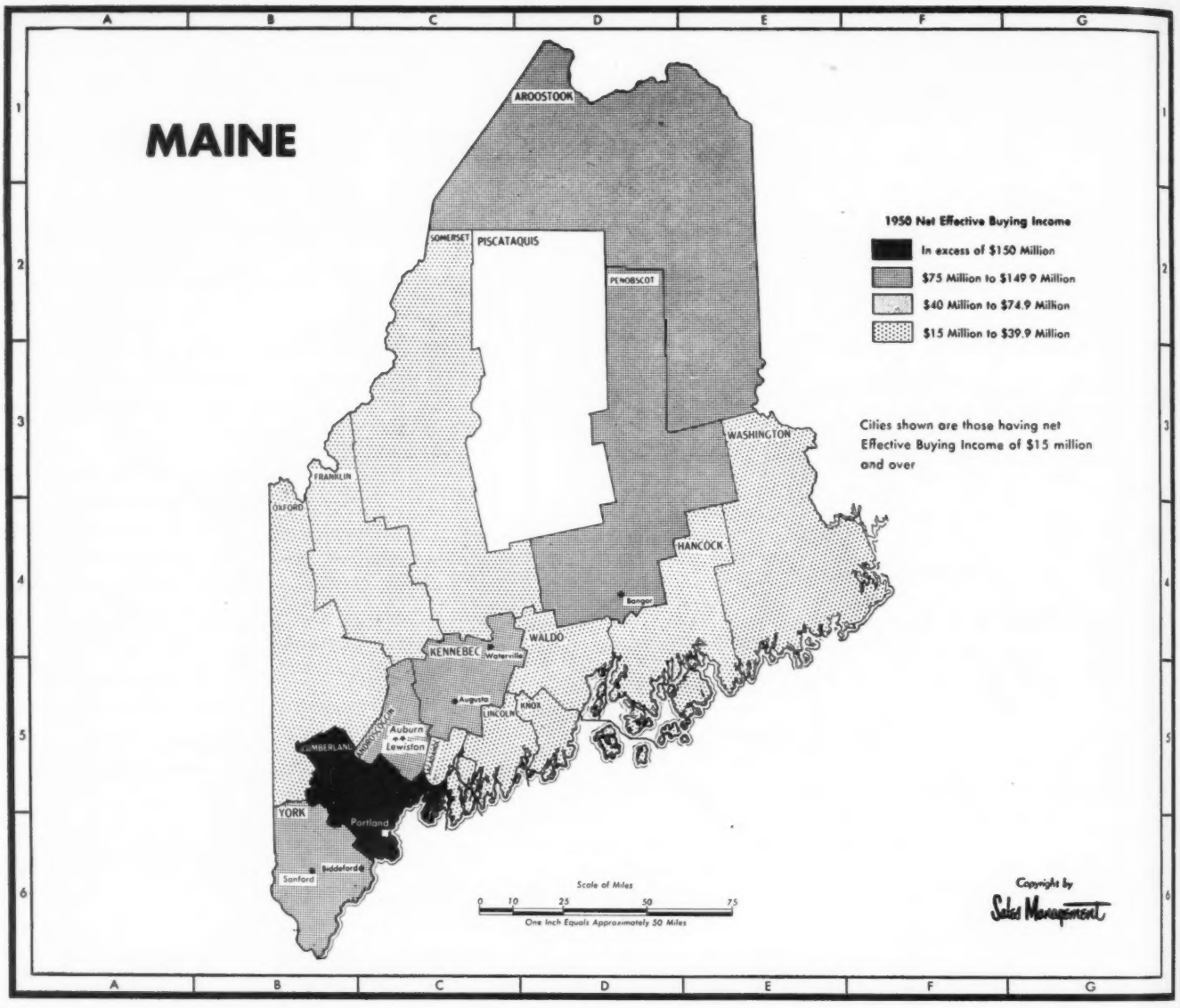
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Penobscot	D2		109.5	.0707	29.3	101,955	.0674	26,160	11,235	4,920	20,944	2,406		134,579	.0611	1,229	4,593	.0649	92
Bangor			32.1	.0208	8.8	56,002	.0371	10,782	9,540	3,400	14,380	1,157	45,971	53,760	.0244	1,675	6,109	.0275	132
Piscataquis	C2		18.0	.0116	5.5	13,883	.0092	4,399	897	1,002	2,094	534		16,227	.0074	902	2,950	.0088	76
Sagadahoc	C5		21.1	.0136	6.4	15,744	.0104	6,084	895	387	2,754	350		23,480	.0106	1,113	3,669	.0111	82
Bath			10.8	.0069	3.3	12,537	.0083	4,629	820	351	2,231	275	*	12,895	.0059	1,194	3,908	.0068	99
Somerset	C2		40.2	.0260	11.7	26,902	.0178	9,239	2,025	1,117	3,696	785		35,757	.0162	889	3,056	.0186	72
Waldo	D4		21.7	.0140	6.5	14,377	.0095	4,475	1,088	426	1,544	270		20,844	.0095	961	3,207	.0104	74
Washington	E3		35.2	.0227	10.5	22,912	.0152	7,916	2,367	735	4,319	649		27,219	.0124	773	2,592	.0153	67

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

The Farm Section, giving gross cash farm income by states and counties, plus pictographs, appears on pages 97-111.



BIDDEFORD-SACO

Largest Market in Maine's Most Productive Industrial County . . .

York County shows more "value added by manufacture" . . . per factory . . . than any other Maine county.*

That's why Biddeford-Saco averages more than one pay envelope per family. And it accounts for family retail sales of $3,224 . . . family food sales of $1,114 . . . furniture-household sales of $225 per family . . . and family automotive sales of $797.

The Biddeford-Saco market . . . with $29,012,000 retail sales . . . is most attentive to the truly local Biddeford Journal . . . read in 94% of Biddeford-Saco homes.

THE BIDDEFORD JOURNAL
BIDDEFORD, MAINE

1947 Census of Manufactures

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MAINE — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
York	B6		94.9	.0613	27.7	71,364	.0472	25,393	3,883	3,821	9,949	2,048		111,121	.0504	1,171	4,012	.0516	84
Biddeford			21.2	.0137	6.0	23,812	.0157	6,868	1,672	1,532	4,364	473	4,482	26,820	.0122	1,265	4,470	.0135	99
Sanford			15.4	.0100	3.4	15,899	.0105	4,953	1,210	1,100	3,171	330	*	18,387	.0083	1,194	5,408	.0093	93
Total Above Cities			294.9	.1904	84.0	395,212	.2613	100,917	43,427	21,963	76,654	8,683	230,223	425,602	.1931	1,443	5,067	.2129	112
State Total			926.2	.5978	262.5	806,636	.5334	241,649	70,459	36,047	138,634	20,059		1,083,026	.4914	1,169	4,126	.5253	88
Per Capita Sales						871		261	76	39	150	22							
Per Family Sales						3,073		921	268	137	528	76							

MAINE — SM Standard Metropolitan County Areas

△Lewiston-Auburn		174	85.3	.0551	24.5	81,514	.0539	23,532	8,363	4,188	13,617	1,700		105,861	.0480	1,241	4,321	.0513	93
Portland		107	172.1	.1111	50.3	168,792	.1116	48,708	16,224	9,031	25,926	4,649		225,650	.1024	1,311	4,486	.1069	96

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; North Carolina, p. 448; South Carolina, p. 527; Virginia, p. 585. West Virginia, p. 600.)

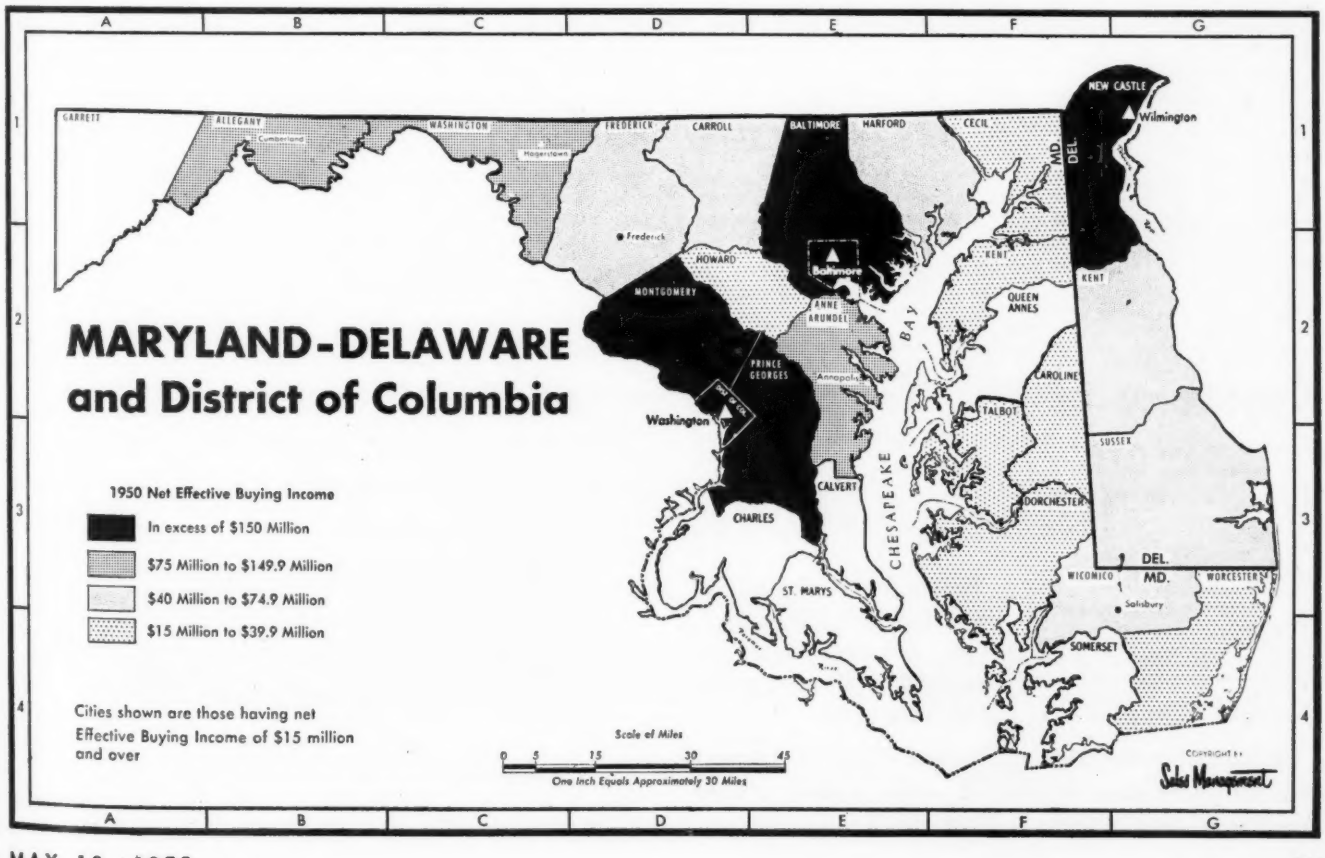
MARYLAND — Counties and Cities

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Annapolis	Anne Arundel	16.2	54	5	15	13	12
Baltimore	Baltimore	958.1	5,060	252	489	254	439
Cambridge	Dorchester	10.5	62	7	10	13	6
Cumberland	Allegany	38.2	155	10	28	47	20
Easton	Talbot	4.9	33	3	14	12	6
Frederick	Frederick	19.6	73	9	21	27	6
Hagerstown	Washington	37.2	171	10	32	36	18
Hyattsville	Prince Georges	13.9	23	2	8	7	3
Pocomoke City	Worcester	3.2	24	5	11	11	2
Rockville	Montgomery	7.1	11	1	5	9	2
Salisbury	Wicomico	15.6	85	7	23	24	8
Westminster	Carroll	6.3	20	6	12	11	6

Allegany	B1		90.9	.0587	26.1	79,976	.0529	24,624	8,954	4,598	11,658	2,534		118,622	.0538	1,305	4,545	.0544	93
Cumberland			38.2	.0247	11.6	59,786	.0395	14,830	7,670	3,977	9,474	1,947	21,898	61,229	.0278	1,603	5,278	.0307	124
Anne Arundel	E2	12	120.0	.0774	30.2	62,029	.0410	20,917	2,137	1,748	8,802	2,227		178,730	.0811	1,489	5,918	.0683	88
Annapolis			16.2	.0104	3.2	24,294	.0161	6,848	1,206	964	4,572	1,341	*	25,279	.0114	1,560	7,900	.0126	121

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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One of America's Finer Stations
IN ONE OF AMERICA'S FINER MARKETS

THE PROSPEROUS DEL-MAR-VA RURAL AND URBAN PENINSULA

$332,230,000 RETAIL SALES

300,100 POPULATION . . . 81,115 RADIO HOMES
MUTUAL NETWORK
REPS.: BURN-SMITH CO., INC.

WBOC

1,000 Watts — 960 KC — Full Time
RADIO PARK — — SALISBURY, MD.

MARYLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

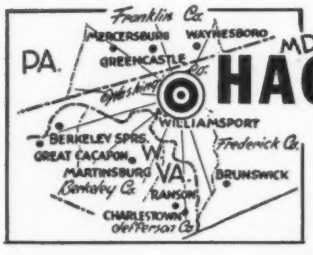
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
1Baltimore	E1	12	1,245.5	.8040	353.9	1,351,303	.8935	383,664	245,279	66,614	176,850	47,716	.....	1,890,701	.8578	1,518	5,342	.8578	107
▲Baltimore	.....	.....	958.1	.6185	275.3	1,215,072	.8034	314,313	239,724	64,321	157,143	41,236	888,453	1,413,783	.6415	1,476	5,135	.6855	111
Calvert	E3	.....	12.6	.0082	3.1	7,439	.0049	2,059	639	62	1,246	110	.....	9,656	.0044	766	3,115	.0053	65
Caroline	F2	.....	18.6	.0120	5.7	19,731	.0131	3,869	463	488	3,610	370	.....	19,521	.0089	1,050	3,425	.0108	90
Carroll	D1	.....	45.6	.0294	11.7	36,393	.0240	7,261	2,878	1,827	6,717	852	.....	51,725	.0234	1,134	4,421	.0248	84
Westminster	.....	.....	6.3	.0041	1.8	14,385	.0095	2,388	1,202	831	3,305	571	1,127	9,203	.0042	1,461	5,113	.0058	141
Cecil	F1	.....	34.8	.0225	8.9	22,580	.0150	7,636	712	805	3,753	328	.....	35,047	.0159	1,007	3,938	.0170	78
Charles	D3	.....	24.4	.0157	5.7	14,522	.0096	3,565	1,032	128	3,096	190	.....	15,571	.0071	638	2,732	.0096	61
Dorchester	F3	.....	28.2	.0182	8.2	21,613	.0143	6,365	1,340	1,246	3,635	457	.....	28,400	.0129	1,007	3,463	.0144	79
Cambridge	.....	.....	10.5	.0067	3.2	16,337	.0108	3,880	1,125	1,216	3,151	303	*	12,511	.0056	1,192	3,910	.0074	110
Frederick	D1	.....	66.6	.0430	17.8	59,551	.0393	14,042	4,271	2,745	10,355	1,366	.....	83,101	.0377	1,248	4,669	.0392	91
Frederick	.....	.....	19.6	.0127	5.8	37,710	.0250	7,710	3,134	1,813	7,697	1,077	10,266	29,753	.0135	1,518	5,130	.0168	132
Garrett	A1	.....	21.5	.0139	5.5	13,512	.0090	2,989	734	336	4,792	222	.....	14,018	.0063	652	2,549	.0086	82
Harford	E1	.....	55.3	.0357	14.5	37,578	.0248	10,242	1,663	1,583	7,564	879	.....	59,619	.0271	1,078	4,112	.0281	79
Howard	D2	.....	24.3	.0157	6.1	11,187	.0074	2,265	466	345	2,719	297	.....	23,082	.0105	950	3,784	.0106	68
Kent	F2	.....	14.0	.0090	4.1	12,743	.0084	3,395	271	552	1,454	308	.....	17,676	.0080	1,263	4,311	.0083	92
Montgomery	D2	152	172.0	.1110	47.9	122,864	.0813	30,069	11,312	6,003	38,670	3,463	.....	351,357	.1594	2,043	7,335	.1263	114
Rockville	.....	.....	7.1	.0046	2.3	11,057	.0073	2,475	86	946	3,553	269	*	11,079	.0050	1,560	4,817	.0056	122
Prince Georges	E2	152	211.7	.1357	55.8	86,709	.0573	32,385	2,040	1,685	20,355	3,142	.....	336,401	.1526	1,589	6,029	.1208	38
Hyattaville	.....	.....	13.9	.0090	4.0	17,661	.0117	6,171	120	483	8,193	361	*	23,664	.0108	1,702	5,916	.0107	119
Queen Annes	F2	.....	14.7	.0095	4.3	10,179	.0068	2,992	416	387	1,077	190	.....	12,093	.0055	823	2,812	.0067	71
St. Marys	E3	.....	32.4	.0209	7.0	13,762	.0091	5,072	715	376	2,076	158	.....	15,180	.0069	469	2,169	.0104	50
Somerset	F4	.....	20.9	.0135	6.1	16,602	.0109	4,571	497	726	2,487	351	.....	15,709	.0071	752	2,575	.0095	70
Talbot	F2	.....	19.8	.0128	6.0	25,473	.0169	5,164	731	1,370	4,947	985	.....	26,112	.0119	1,319	4,352	.0136	106
Easton	.....	.....	4.9	.0031	1.6	17,427	.0115	2,820	243	904	3,395	736	3,985	7,366	.0033	1,503	4,604	.0057	184
Washington	C1	.....	60.8	.0520	23.1	72,653	.0480	19,936	7,009	4,672	11,889	1,981	.....	102,015	.0462	1,263	4,416	.0479	92
Hagerstown	.....	.....	37.2	.0240	11.6	55,566	.0367	13,794	6,403	3,790	9,382	1,747	36,442	57,497	.0261	1,546	4,957	.0288	120
Wicomico	F3	.....	40.7	.0263	12.3	49,194	.0325	9,022	3,328	2,366	10,669	955	.....	43,879	.0199	1,078	3,567	.0250	95
Salisbury	.....	.....	15.6	.0101	4.8	37,722	.0250	5,995	2,330	2,310	7,633	883	15,729	16,819	.0076	1,078	3,504	.0133	132

1 Baltimore County combined with Independent City of Baltimore.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

Keystone of The Tri-State Market . . .



Here is a plus sales market where industry, employment, wages, effective buying income and retail sales are at an all time high.

Fairchild Aviation Corp., the largest industrial concern, with its tremendous backlog of orders assures a continuation of good business in Hagerstown.

The HERALD-MAIL saturates this responsive market. So, climb on the bandwagon, Mr. Advertiser and reap more profits by using

Hagerstown Md. HERALD-MAIL

National Representatives
BURKE, KUIPERS & MAHONEY, INC.
New York Chicago Atlanta Charlotte
Oklahoma City Dallas San Francisco



Baltimore Port Employs 40,000

Here is another reason why busy, booming Baltimore is bigger and richer than ever. 40,000 people are directly employed in the shipping and maritime activities of Baltimore's famous Port, which contributes $200,000,000 annually to the economy of Baltimore. Baltimore's seaport is the second largest in the United States in total volume of foreign commerce. 85 steamship lines bring the world's goods into the Nation's Sixth Largest City.

Whether you're selling luxury cars or canned goods you'll find a ready market for your products in Baltimore, where excellently diversified, steadily active industry make this market more prosperous than ever. And you'll SELL more than half of Baltimore's population when you include the largest evening and Sunday circulation of The News-Post and American in your advertising plans.

BALTIMORE NEWS-POST & AMERICAN

Baltimore's largest evening and Sunday circulation newspapers

Represented Nationally by Hearst Advertising Service

MARYLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Worcester	G3		23.8	.0154	7.3	37,594	.0249	6,059	1,502	1,118	7,662	563		31,387	.0143	1,319	4,300	.0177	115
Pocomoke City			3.2	.0021	1.1	13,236	.0087	2,044	1,078	356	4,659	103	*	5,037	.0023	1,574	4,579	.0042	200
Total Above Cities			1,130.8	.7300	326.3	1,520,253	1.0052	383,268	264,321	81,911	222,157	50,574	977,900	1,673,220	.7591	1,480	5,128	.8271	113
State Total			2,419.1	1.5615	671.3	2,185,187	1.4449	587,963	298,389	101,780	344,083	69,644		3,479,602	1.5787	1,438	5,183	1.5351	98
Per Capita Sales						903		243	123	42	142	29							
Per Family Sales						3,255		876	444	152	512	104							

MARYLAND — SM Standard Metropolitan County Area

Baltimore		12	1,365.5	.8814	384.1	1,413,332	.9345	384,581	247,416	68,362	185,652	49,943		2,069,431	.9389	1,516	5,388	.9261	106

MASSACHUSETTS — Counties and Cities —

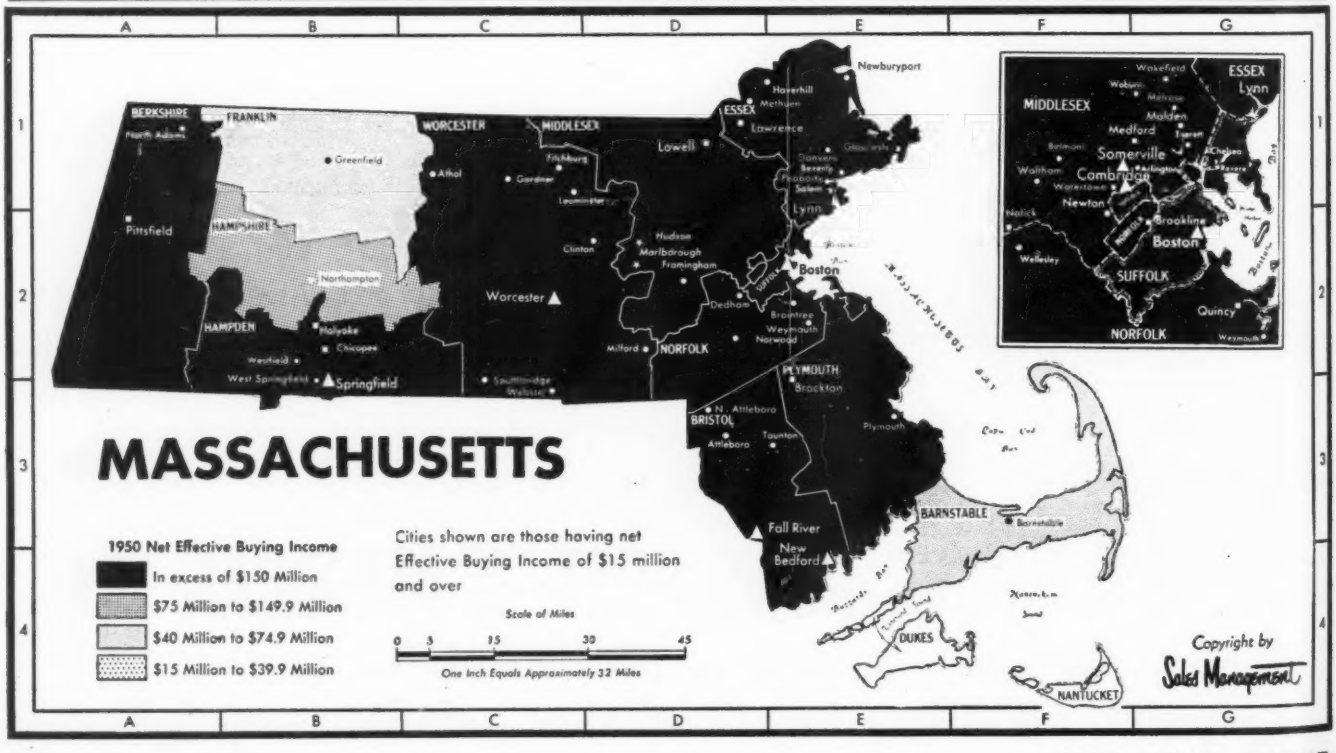
(Other New England States: Connecticut, p. 225; Maine, p. 328; New Hampshire, p. 406; Rhode Island, p. 522; Vermont, p. 581.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Arlington	Middlesex	45.2	86	13	14	15	16
Athol	Worcester	11.9	43	5	15	12	6
Attleboro	Bristol	24.3	59	7	14	15	4
Barnstable	Barnstable	10.8	54	10	17	14	6
Belmont	Middlesex	28.1	68	6	7	10	21
Beverly	Essex	29.5	107	6	18	16	12
Boston	Suffolk	807.2	3,182	361	524	191	424
Braintree	Norfolk	24.0	38	4	5	9	7
Brockton	Plymouth	64.9	251	26	51	32	26
Brookline	Norfolk	59.2	127	9	37	19	40
Cambridge	Middlesex	124.0	424	38	59	43	57
Chelsea	Suffolk	39.8	200	23	27	22	24
Chicopee	Hampden	50.3	161	7	25	20	18
Clinton	Worcester	12.6	55	6	9	11	7
Danvers	Essex	16.1	46	3	8	8	3
Dedham	Norfolk	19.3	40	5	7	7	6
Everett	Middlesex	47.1	172	16	23	14	28
Fall River	Bristol	114.3	531	57	86	46	47
Fitchburg	Worcester	43.7	155	12	31	30	23
Framingham	Middlesex	28.5	82	12	28	18	12
Gardner	Worcester	20.1	63	9	15	20	11
Gloucester	Essex	25.6	108	11	26	9	11
Great Barrington	Berkshire	6.8	21	5	6	10	5
Greenfield	Franklin	17.6	46	7	16	16	8
Haverhill	Essex	48.2	194	21	41	27	17
Holyoke	Hampden	56.0	240	20	53	29	30
Lawrence	Essex	82.2	476	37	95	36	45
Leominster	Worcester	24.8	80	7	21	23	10
Lowell	Middlesex	99.2	433	25	51	31	41
Lynn	Essex	101.8	394	31	62	50	41
Malden	Middlesex	61.4	202	17	27	25	36
Marlborough	Middlesex	16.2	67	5	18	15	7
Medford	Middlesex	68.0	160	9	14	20	29
Melrose	Middlesex	27.7	58	6	7	8	12
Methuen	Essex	25.0	79	7	4	15	5
Middleborough	Plymouth	10.3	37	5	10	7	4
Milford	Worcester	15.7	63	8	20	14	8
Natick	Middlesex	20.2	42	6	13	9	7
Needham	Norfolk	16.9	29	3	11	10	6
New Bedford	Bristol	111.5	554	45	76	67	67
Newburyport	Essex	14.4	72	5	11	14	8
Newton	Middlesex	83.1	145	17	34	18	39
North Adams	Berkshire	22.1	99	12	23	20	8

(Continued on page 338)

*Withheld to avoid disclosure.

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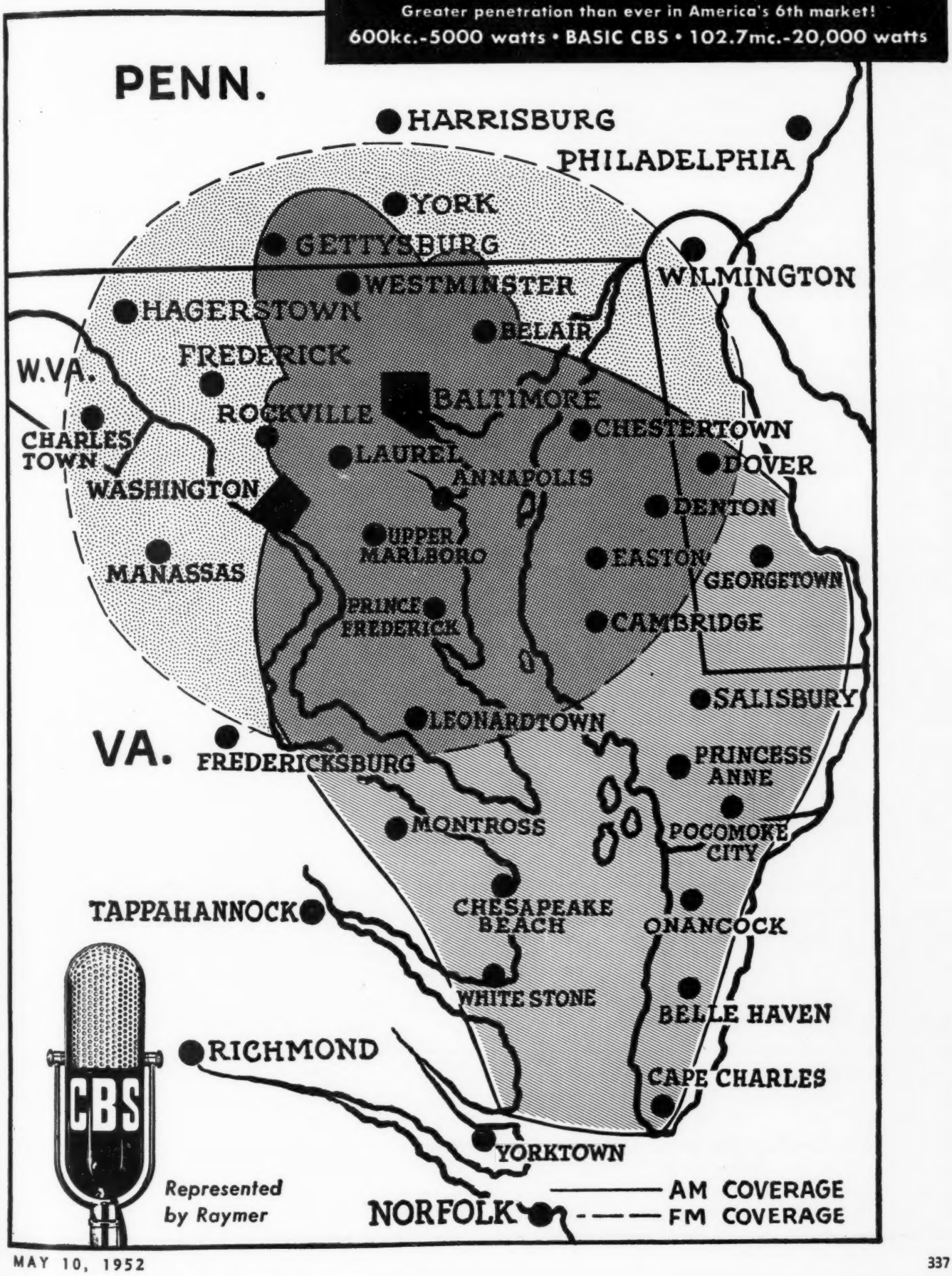


WCAO AND WCAO-FM

"The Voice of Baltimore"

Greater penetration than ever in America's 6th market!

600kc.-5000 watts • BASIC CBS • 102.7mc.-20,000 watts



NORTH ADAMS— ADAMS

a corner market for more than 48,000 people.

If you are interested only in the big metropolitan areas where people are counted in the millions, we'll bow out. New York, Chicago, Philadelphia and others have your answer. But up here things are different. You have to sell families because it's the backbone of real living. Massachusetts is a great state and Berkshire County is rated as one of its top counties. We're proud to be part of both, so let's make a few comparisons.

	Berkshire County	North Adams
Retail sales per family	$3,902*	$4,258
Food " " "	1,042*	1,032
Gen. Mdse. " "	340	374
H.F.R. " " "	185	237
Auto " " "	640*	888
Drug " " "	91	101

** Berkshire County leads all counties in Massachusetts in per family retail, food and automotive sales.*

1951 Retail Sales totaled $38,173,000 in the North Adams—Adams market. We're doing a big job for you — but we can still do better if you advertise accordingly. This family newspaper reaching 96% of the homes in the market gives you the big opportunity for greater sales.

The North Adams Transcript

North Adams, Mass.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 336)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
North Attleboro.	Bristol	12.4	34	5	9	8	6
Northampton	Hampshire	30.1	71	10	15	25	11
Norwood	Norfolk	17.3	49	9	12	13	12
Palmer	Hampden	9.8	48	5	7	9	5
Peabody	Essex	23.2	87	10	3	11	15
Pittsfield	Berkshire	54.4	163	12	35	35	15
Plymouth	Plymouth	14.1	65	7	14	11	8
Quincy	Norfolk	85.4	216	29	53	42	43

(Continued on page 340)

COUNTIES CITIES	Map Code	Met. Area	Population SM Estimates 1/1/52: Total (thousands)	% of U.S.A.	Families (thousands)	Retail Sales — 1951 SM Estimates: Dollars (add 000)	% of U.S.A.	Five Store Groups (In thousands of dollars—add 000): Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Merchant Wholesaler Sales 1951 SM Estimates (add 000)	Effective Buying Income SM Estimates — 1951: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Barnstable	E3		48.3	.0311	15.3	75,347	.0498	22,735	2,473	2,690	9,607	2,650		75,055	.0341	1,554	4,906	.0381	123
Barnstable			10.8	.0070	3.4	25,779	.0170	7,044	1,184	868	5,616	756	*	19,407	.0088	1,797	5,708	.0109	156
Berkshire	A1	106	134.2	.0866	39.3	153,365	.1014	41,054	13,462	7,287	25,365	3,566		179,931	.0816	1,341	4,578	.0884	102
▲Pittsfield			54.4	.0351	15.9	76,420	.0506	19,896	9,290	4,160	12,399	1,491	17,246	85,321	.0387	1,568	5,366	.0415	118
North Adams			22.1	.0143	6.7	28,527	.0188	6,913	2,503	1,590	5,952	675	7,311	28,267	.0128	1,279	4,219	.0149	104
Great Barrington			6.8	.0043	2.1	12,461	.0083	3,276	418	467	1,914	352	*	8,803	.0040	1,295	4,192	.0053	123

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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For a complete definition of "Merchant Wholesaler" as used in these tables, see page 16.



Bright light in Textiles: Monumert Mills in Housatonic is typical of what's going on in the textile industry here. 4 out of 6 textile mills are operating around the clock six days a week.

Family for Family, the Most Responsive Mass Market in the State!

Here are just a few current factors behind Pittsfield's consistent reputation as a topflight market . . .

* General Electric's Pittsfield payroll was $49,809,150 last year . . . *more than $9 million above 1950!*
* Monument Mills, Housatonic, jumped employment from 400 wage-earners to 1,000 in six months!
* Production commitments are running ahead of the labor supply.

And here are just a few examples of how people BUY when they have the Pittsfield type of security . . . all the time . . .

* Pittsfield is the state's No. 1 metropolitan market in family retail, food and automotive sales.
* The Pittsfield First National Store does one of the largest volumes of the entire chain.
* Pittsfield's Liggett Drug Store was recently proclaimed by President Schumacher as "the best prescription store in the 145-store chain."

Family for family, the most responsive mass market in the State.

The Berkshire Eagle . . . recognized as one of the best read newspapers anywhere . . . offers 100% coverage of the city zone, better than 70% of metropolitan area.

THE BERKSHIRE EVENING EAGLE

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

NEW BEDFORD GAINS Again

BUYING INCOME **$219,417,000**
Gain of $13,041,000 over 1950*

RETAIL SALES **$188,771,000**
Gain of $13,931,000 over 1950*

FOOD **$58,091,000**
A Gain of $7,178,000 over 1950*

DRUGS **$7,018,000**
Gain of $1,529,000 over 1950*

Latest Sales Management figures once again show substantial gains for the New Bedford-Cape Cod area, your Big 4th market in Massachusetts.

Business was mighty good here in 1950. 1951 was even better still, with gains of $13,041,000 in Buying Income, $13,931,000 in Retail Sales, $7,178,000 in Food Sales, and $1,529,000 in Drugs.* And Barnstable County alone is rated 123 by the Quality of Market Index—15 higher than Massachusetts as a whole.

CITY ZONE COVERAGE OVER 99%
ENTIRE MARKET COVERAGE OVER 91%

BIG 4th MARKET IN MASSACHUSETTS

The Standard-Times
"The Nation's Best-Read Newspaper"

*Sales Management Figures for New Bedford and Barnstable County.

Represented nationally by **GILMAN, NICOLL & RUTHMAN** NEW YORK • BOSTON • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 338)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Revere	Suffolk	37.5	140	11	11	13	19
Salem	Essex	42.9	164	17	35	21	17
Somerville	Middlesex	105.1	367	30	28	25	47
Southbridge	Worcester	18.0	62	7	14	13	10
Springfield	Hampden	167.3	533	56	138	71	77
Taunton	Bristol	41.0	133	13	25	27	14
Wakefield	Middlesex	20.2	54	6	11	9	8
Waltham	Middlesex	48.5	145	17	26	23	27
Watertown	Middlesex	38.3	88	6	10	17	18
Webster	Worcester	13.5	63	9	9	9	4
Wellesley	Norfolk	21.6	31	8	10	11	8
West Springfield	Hampden	21.0	64	2	12	11	5
Westfield	Hampden	21.6	62	5	18	19	7
Weymouth	Norfolk	34.0	79	16	10	15	11
Woburn	Middlesex	20.8	75	9	9	10	9
Worcester	Worcester	207.2	654	71	127	91	71

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bristol	D3	47	389.5	.2514	114.5	333,926	.2208	100,734	25,122	21,087	44,809	11,455	.....	498,183	.2260	1,279	4,351	.2295	91
▲New Bedford	.....	.....	111.5	.0720	34.4	113,424	.0750	35,356	12,428	6,570	14,530	4,368	56,264	144,362	.0655	1,295	4,197	.0696	97
▲Fall River	.....	.....	114.3	.0738	33.6	110,729	.0732	32,062	9,408	10,927	13,754	3,525	57,063	141,012	.0640	1,234	4,197	.0687	93

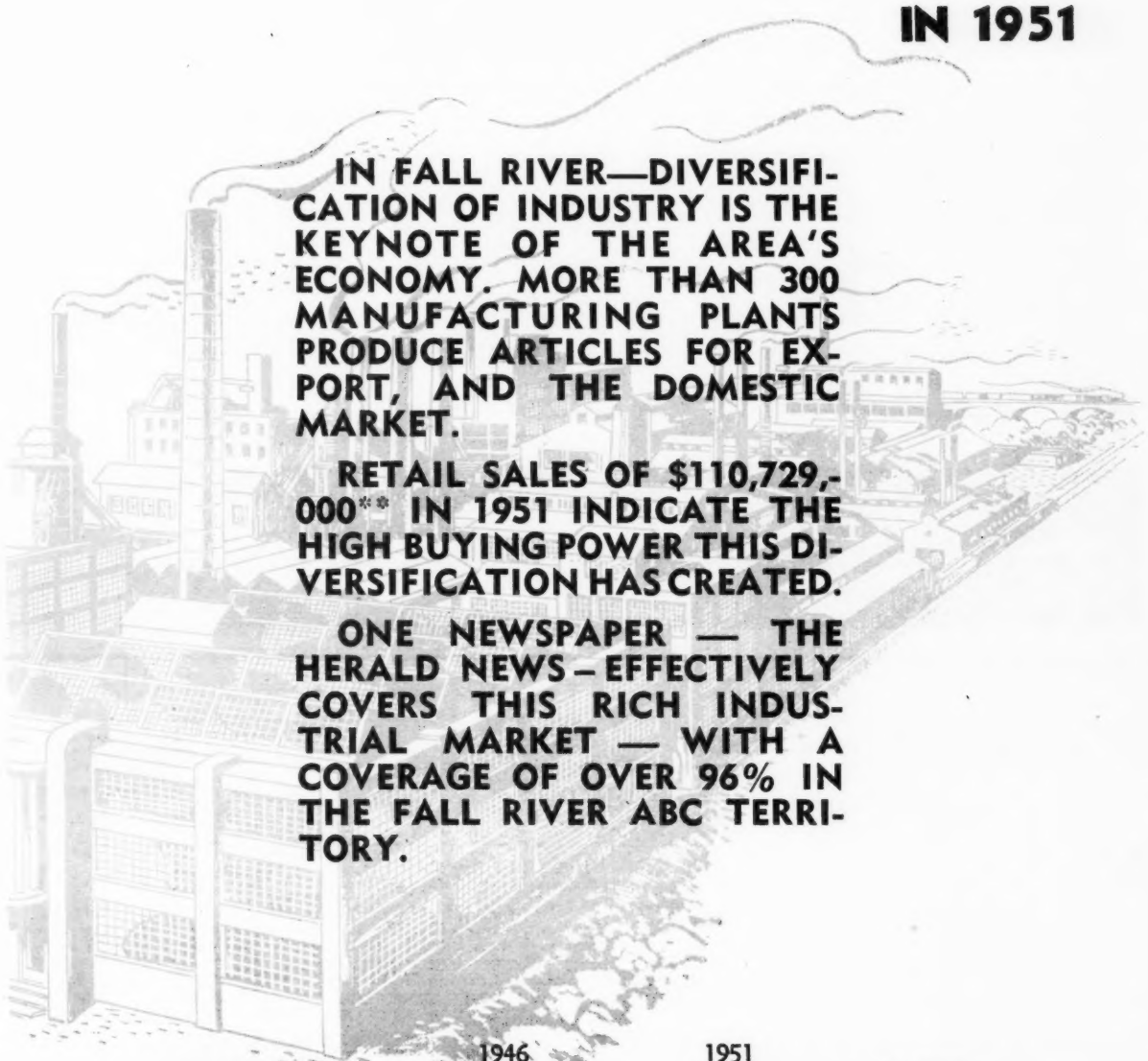
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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PAYROLLS INCREASED

$4,196,744

IN 1951



IN FALL RIVER—DIVERSIFICATION OF INDUSTRY IS THE KEYNOTE OF THE AREA'S ECONOMY. MORE THAN 300 MANUFACTURING PLANTS PRODUCE ARTICLES FOR EXPORT, AND THE DOMESTIC MARKET.

RETAIL SALES OF $110,729,000** IN 1951 INDICATE THE HIGH BUYING POWER THIS DIVERSIFICATION HAS CREATED.

ONE NEWSPAPER — THE HERALD NEWS – EFFECTIVELY COVERS THIS RICH INDUSTRIAL MARKET — WITH A COVERAGE OF OVER 96% IN THE FALL RIVER ABC TERRITORY.

	1946	1951	
CIRCULATION*	36,872	40,490	9.8% GAIN
TOTAL LINAGE	7,701,548	12,045,296	56.4% GAIN
SALES**	$95,252,000	$110,729,000	16.2% GAIN

FALL RIVER

Herald News

Covering This Rich, Industrial Market Exclusively and Completely

KELLY-SMITH COMPANY

National Representatives

NEW YORK LOS ANGELES CHICAGO DETROIT SAN FRANCISCO

PHILADELPHIA SYRACUSE BOSTON ATLANTA

*AUDIT BUREAU OF CIRCULATION
**1952 SURVEY OF BUYING POWER

HAVERHILL, MASSACHUSETTS

A BASIC MARKET FOR YOUR ADVERTISING

Haverhill is recognized as one of the principal cities in Essex County—one of the fifty wealthiest counties in the United States—by most experienced national advertisers. Other established sources, such as Sales Management's Survey of Buying Power, show Haverhill with a steadily expanding prosperity and with new gains in retail sales, food sales and effective buying income.

HERE ARE THE TOTALS FOR 1951

RETAIL SALES	FOOD SALES	EFFECTIVE BUYING INCOME
$53,392,000	$17,716,000	$63,138,000
A NEW HIGH	A NEW HIGH	A NEW HIGH

Circulation also continues to show a healthy increase. Total net paid for period ending Sept. 30, 1951, was 18,367 and city zone total was 14,557 or nearly 100% of Haverhill families.

THE HAVERHILL GAZETTE

NATIONAL REPRESENTATIVES — WARD - GRIFFITH CO., Inc.

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Taunton			41.0	.0265	11.1	36,886	.0244	10,846	1,793	1,865	5,047	1,411	*	58,056	.0263	1,416	5,230	.0258	97
Attleboro			24.3	.0157	7.4	19,953	.0132	4,776	731	1,233	3,454	600	*	38,862	.0177	1,599	5,252	.0159	101
North Attleboro			12.4	.0080	3.7	14,545	.0096	4,374	362	449	1,214	374	431	17,941	.0081	1,447	4,849	.0085	106
Dukes	E4		5.7	.0037	1.8	8,381	.0056	3,457	353	591	752	461		10,243	.0047	1,797	5,691	.0049	133

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Before using these figures, see explanation page 15.

TAUNTON, MASS.....$5,230 Family Income

Highest Family Income of Bristol County's Top Three Markets . . . Leading by More Than $1,000!

Of the three largest markets in Bristol County, Taunton has by far the highest family income . . . much more than $1,000 *additional* buying power per family.

And the Gazette enables you to turn the Taunton "bonus" into real profit with a low-cost advertising schedule . . . reaching better than 90% of these top-income families.

TAUNTON GAZETTE

Established 1848

Represented by The Julius Mathews Special Agency, Inc.



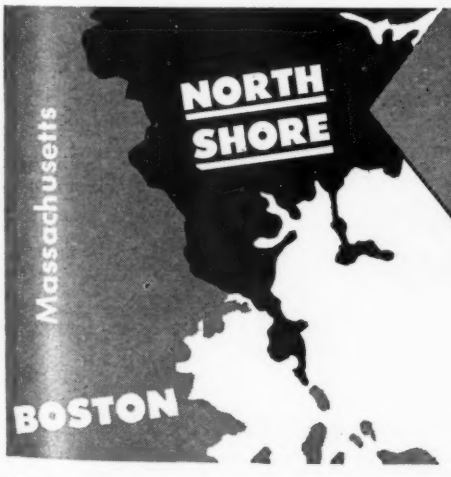
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASSACHUSETTS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Essex	D1	18	533.1	.3441	157.6	557,436	.3686	172,856	37,389	26,496	71,294	17,445	.....	747,158	.3389	1,402	4,741	.3489	101
Lynn	.....	.....	101.8	.0657	30.2	124,362	.0822	39,104	10,327	5,174	19,011	3,537	34,617	156,620	.0711	1,539	5,186	.0733	113
Lawrence	.....	.....	82.2	.0530	24.7	111,221	.0736	29,592	7,127	8,329	12,145	3,676	56,553	103,947	.0471	1,265	4,208	.0562	106
Haverhill	.....	.....	48.2	.0311	14.8	53,392	.0353	17,716	5,185	3,837	8,064	1,156	12,192	63,138	.0287	1,310	4,266	.0311	100

© SM, 1952.

Before using these figures, see explanation page 15.



THE NORTH SHORE IS NOT PART OF THE BOSTON MARKET!

The North Shore, with Lynn as its center, is a completely separate market, having its own industries, commercial interests and shopping districts. It is, in fact, the 5th market in total retail sales in Massachusetts! And, in this market, the newspaper that gives you true, unquestioned coverage is

THE LYNN ITEM

Only A.B.C. newspaper in Lynn. THE ONE PAPER THAT DOMINATES THE NORTH SHORE

Represented by Small, Brewer and Kent, Inc.

CHICAGO • NEW YORK • BOSTON • SAN FRANCISCO • LOS ANGELES

The data on these pages will be even more helpful to you after you've read the explanatory introduction starting on page 15.

Heading for Superiority . . . AGAIN!

In Sales Management's recent study of "Superior Cities," Gloucester stood out in its population group in every sales and income factor . . . dominated as many as 96 larger cities in drug sales, 84 in food sales, 83 in furniture-household, 79 in per capita income.

This year's Survey of Buying Power shows Gloucester way ahead again. Among all cities in the State . . . regardless of size . . . Gloucester is 29 in retail sales, *though 45 in population* . . . 29 in food sales . . . 22 in general merchandise . . . 24 in furniture-household . . . 26 in drugs . . . 39 in per capita income.

Once you get Gloucester in your sales sights, you'll keep it there . . . especially after you sample the low-cost results of the Times advertising.

GLOUCESTER TIMES

Gloucester, Mass. PHILIP S. WELD, Publisher

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Salem			42.9	.0277	12.2	69,033	.0456	17,728	8,264	3,075	8,051	1,664	13,562	71,216	.0323	1,660	5,837	.0354	128
Gloucester			25.6	.0166	7.8	30,407	.0201	9,417	2,606	1,968	2,419	1,195	9,466	37,435	.0170	1,462	4,799	.0178	107
Beverly			29.5	.0190	8.8	24,937	.0165	8,506	1,391	967	5,117	1,092	*	50,764	.0230	1,721	5,769	.0202	106
Newburyport			14.4	.0093	4.3	18,813	.0125	6,410	1,020	395	2,794	528	*	18,209	.0083	1,265	4,235	.0097	104
Peabody			23.2	.0150	6.6	16,375	.0108	5,924	588	212	2,051	1,041	6,137	34,978	.0158	1,508	5,300	.0141	94
Methuen			25.0	.0161	7.4	14,072	.0093	6,502	208	162	1,820	363	923	35,786	.0163	1,431	4,836	.0141	88
Danvers			16.1	.0104	3.8	13,168	.0087	4,256	516	561	1,430	330	*	24,522	.0111	1,523	6,453	.0102	98

© SM, 1952.

*Withheld to avoid disclosure.

$3,024,445 EXTRA Food Sales

If Newburyport were just an average market, food sales would reach $3,385,555 . . . and stop.

Actually, Newburyport's food sales total $6,410,000 . . . or $3,024,445 above average volume.

That's just one instance of Newburyport's ability to produce plus sales. Here's another: Total retail sales soar $640,000 above the city's total income!

All of which means that families in this part of Essex County converge on Newburyport for their shopping needs . . . paralleling the Newburyport News coverage pattern.

No other newspaper can capture the interest of this market.

NEWBURYPORT NEWS

Newburyport, Mass. Philip S. Weld, Publisher

Represented by The Julius Mathews Special Agency, Inc.

The Industrial Survey of Buying Power, pages 54 to 81, gives exclusive, up-to-date estimates of "Value added by Manufacture," by counties, for nineteen product groups.

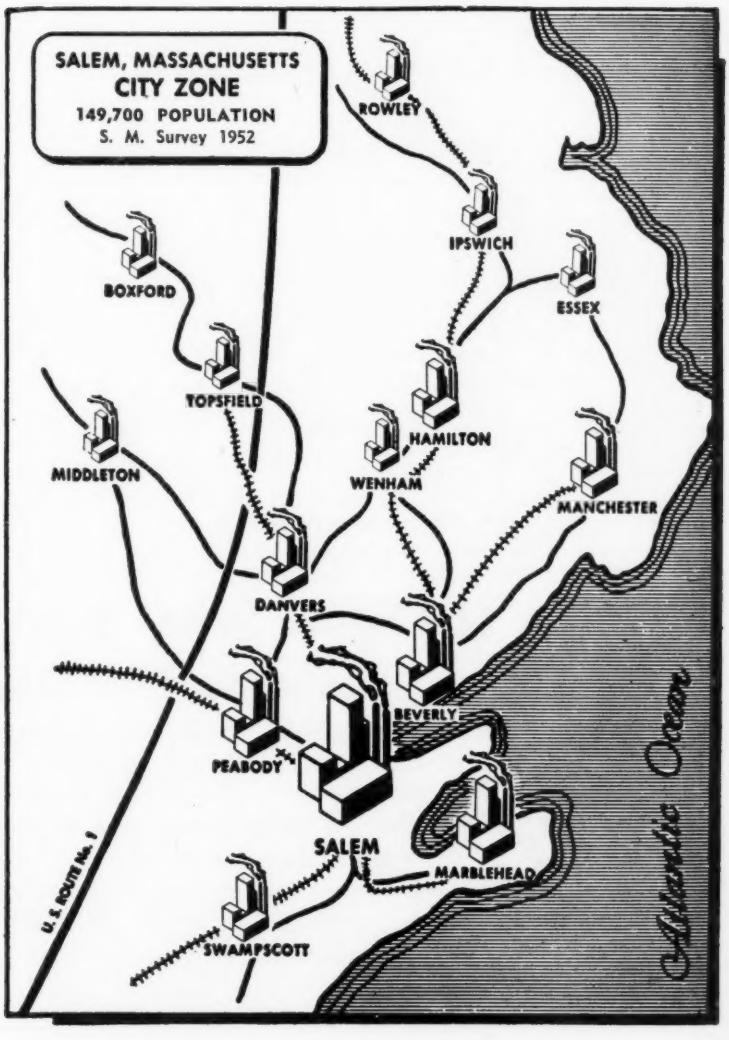
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	POPULATION SM ESTIMATES 1/1/52		RETAIL SALES — 1951 SM ESTIMATES (in thousands of dollars)						EFFECTIVE BUYING INCOME — 1951 SM ESTIMATES		
	Total (in thousands)	Families (in thousands)	Dollars (in thousands)	Food	General Merchandise	Furniture-House-Radio	Automotive	Drug	Net Dollars (in thousands)	Per Capita	Per Family
Salem	42.9	12.2	69,033	17,728	8,264	3,075	8,051	1,664	71,216	1,660	5,837
Beverly	29.5	8.8	24,937	8,506	1,391	967	5,117	1,092	50,764	1,721	5,769
Peabody	23.2	6.6	16,375	5,924	420	212	2,051	1,041	34,978	1,508	5,300
Danvers	16.1	3.8	13,168	4,256	516	561	1,430	330	24,522	1,523	6,453
Marblehead	13.9	3.6	9,060	5,100	82	181	460	272	21,000	1,510	5,833
Ipswich	7.0	1.9	6,700	1,954	62	301	570	210	10,530	1,504	5,542
Manchester	2.9	.83	3,140	901	34	138	265	84	3,710	1,417	4,470
Middleton	3.0	.84	3,200	902	38	137	270	85	3,570	1,250	4,301
Essex	1.9	.57	2,062	615	25	90	189	59	2,305	1,303	4,044
Rowley	1.9	.57	2,065	616	24	92	191	62	2,410	1,306	4,228
Wenham	1.8	.56	2,061	612	25	94	185	59	2,310	1,330	4,125
Topsfield	1.5	.55	2,040	607	22	88	183	57	2,290	1,340	4,164
Hamilton	3.0	.81	3,050	900	34	137	265	82	3,410	1,265	4,200
Boxford	1.1	.27	1,050	282	13	42	69	29	1,240	1,273	4,544
Salem City Zone	149.7	41.90	157,941	48,903	10,950	6,115	19,296	5,126	234,255	1,565	5,591

DO YOU MEASURE A MARKET BY INCOME OR SALES?

No matter which method you use, the 41,900 families in the Salem city zone area will be in the top bracket. They make a lot of money — total income for 1951 was $234,255,000 (average $5,591 per family)—they spend a lot of money—total retail sales for 1951 reached the all-time high of $157,941,000.

These 41,900 families have more total income—more buying power—than any other market in this important county. You can't begin to do a worthwhile selling job here without the Evening News —Salem City Zone's own newspaper.



SALEM EVENING NEWS

SALEM, MASS.

Represented by

The Julius Mathews Special Agency, Inc.

Home Continuity and Shopping Habits Increase the Holyoke Market to 116,300 Population

The Holyoke "City Zone" market (Holyoke, Chicopee and South Hadley) is a compact one of 116,300 people. It contains 33,000 families,—had $161,789,000 income last year,—and spent within its borders $104,774,000 in retail sales.

Your key to more sales is THEIR Local-news paper,—a producer that helped to make high buying records in major classifications.

Food Sales	$31,432,000
Gen'l Mdse. Sales	6,496,000
Automotive Sales	14,246,000
Drug Sales	4,086,000
Furn.-Hshld. Sales	5,763,000

THE HOLYOKE TRANSCRIPT-TELEGRAM

HOLYOKE, MASS.

33,000 Families **26,287 Circulation**

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Franklin	B1		53.9	.0348	16.3	61,006	.0403	16,441	4,299	2,983	10,794	1,279		69,772	.0317	1,294	4,280	.0349	100
Greenfield			17.6	.0114	4.9	35,084	.0232	8,175	3,432	2,324	8,079	729	3,998	30,557	.0139	1,736	6,236	.0162	142
Hampden	B2	138	378.2	.2442	108.0	402,803	.2663	104,964	38,272	23,480	62,378	13,475		604,846	.2744	1,599	5,600	.2659	109
▲Springfield			167.3	.1080	48.6	226,670	.1499	52,154	30,397	15,999	35,086	7,489	152,763	300,641	.1364	1,797	6,186	.1348	125
▲Holyoke			56.0	.0361	16.9	68,425	.0452	20,214	5,614	4,757	8,280	2,833	27,991	81,025	.0367	1,447	4,794	.0391	108
Chicopee			50.3	.0325	13.1	29,549	.0196	9,558	524	693	5,098	1,049	6,468	66,664	.0303	1,325	5,089	.0275	85
Westfield			21.6	.0139	6.3	24,238	.0160	5,146	836	887	4,662	618	*	28,294	.0128	1,310	4,491	.0140	101
West Springfield			21.0	.0136	6.0	20,064	.0132	6,686	303	621	5,144	434	2,564	34,537	.0157	1,645	5,756	.0145	107

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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The Same Sweet Story Year after Year
Leading The State as Usual

Again in 1951 Greenfield led all Massachusetts year-round markets in retail sales per capita with $1,994. That's 103% above normal volume. Yes, it tops the great city of Boston by $441.

Why not join our happy sales family through regular advertising in the



Greenfield Recorder-Gazette

RATE 8c a line — COLOR 12c a line ABC Cir. 12,075*



* Publisher's Statement 9-30-51

Represented by GILMAN, NICOLL & RUTHMAN New York, Boston, Chicago, San Francisco, Philadelphia, Los Angeles

The News Tribune Concentrates Its Circulation Where the State's Top-Income Families are Concentrated . . .

The News Tribune market is made up of the high-income communities of Waltham, with $6,769 per family . . . Newton, $7,877 . . . Belmont, $7,383 . . . Watertown, $7,509.

Use the News Tribune to sell where Middlesex County's wealth is concentrated.

Waltham News Tribune

Waltham, Mass. Represented by The Julius Mathews Special Agency, Inc. A. T. Skakle, Publisher

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASSACHUSETTS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Palmer			9.8	.0063	2.8	12,967	.0086	3,604	542	450	2,841	324	98	12,392	.0056	1,264	4,426	.0066	105
Hampshire	B2	138	**89.7**	**.0578**	**23.1**	**74,183**	**.0491**	**18,624**	**4,187**	**2,751**	**11,255**	**2,268**	.....	**116,113**	**.0527**	**1,294**	**5,027**	**.0627**	**91**
Northampton			30.1	.0194	7.0	33,515	.0222	6,967	2,413	1,262	6,374	1,000	3,214	45,380	.0206	1,508	6,483	.0208	107
Middlesex	C1	18	**1,088.9**	**.7029**	**297.9**	**878,122**	**.5806**	**281,464**	**63,345**	**34,284**	**141,922**	**32,254**	.....	**1,873,792**	**.8501**	**1,721**	**6,290**	**.7399**	**105**
Cambridge			124.0	.0801	34.0	134,644	.0890	33,981	20,590	5,895	24,073	3,886	128,528	209,673	.0951	1,691	6,167	.0903	113
Lowell			99.2	.0640	28.2	106,751	.0706	31,309	10,214	5,725	10,419	2,808	23,520	128,411	.0583	1,294	4,554	.0631	99
Somerville			105.1	.0678	29.0	71,150	.0470	25,592	4,044	2,073	14,323	2,808	43,378	176,092	.0799	1,675	6,072	.0676	100
Malden			61.4	.0397	17.5	58,541	.0388	18,733	4,822	2,223	8,875	2,270	8,988	106,606	.0483	1,736	6,092	.0437	110
Newton			83.1	.0536	22.5	57,877	.0382	21,688	907	2,918	12,416	3,684	12,177	177,226	.0804	2,133	7,877	.0624	116
Waltham			48.5	.0313	12.5	55,759	.0369	15,222	10,367	2,062	6,704	1,962	8,327	84,956	.0386	1,752	6,796	.0366	117
Medford			68.0	.0439	18.2	43,066	.0285	13,760	710	941	6,796	1,631	10,286	132,561	.0601	1,949	7,284	.0474	108
Watertown			38.3	.0247	10.1	37,458	.0247	17,759	772	459	7,440	923	8,828	75,845	.0344	1,980	7,509	.0295	119
Framingham			28.5	.0184	7.8	37,006	.0245	10,164	2,572	2,717	5,078	1,095	7,364	39,064	.0178	1,371	5,008	.0199	108
Everett			47.1	.0304	13.0	28,060	.0186	10,569	1,439	1,600	4,490	1,502	35,625	72,464	.0328	1,539	5,574	.0280	92

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Before using these figures, see explanation page 15.

Here's why it pays to advertise

In Northampton, Mass

TOTAL INCOME for 1951 reached the all-time high of $45,380,000 — that's $2,000,000 more than 1950. Family income was $6,483 or $902 higher than the Massachusetts average and $1,556 higher than the national average.

RETAIL SALES for 1951 reached the all-time high of $33,515,000 — that's $3,000,000 more than 1950. An ideal market for intensive year-round selling where big name industrial companies employ more than 3,000 wage-earners — plus prosperous farms and college communities.

This exceptional market is covered by one newspaper reaching better than 75% of the homes in the entire area.

DAILY HAMPSHIRE GAZETTE — Northampton, Mass.

Represented by The Julius Mathews Special Agency, Inc.

Table of Contents on pages 1, 3 and 5.

Marlboro - Hudson

Where Sales Shoot Up, Selling Costs Down

Advertisers find the Marlboro-Hudson combination pays off richly.

The two newspapers enable you to cover the market at surprisingly low cost . . . with excellent results from the market's fully employed wage-earners and high-income families.

And at very small additional cost you can extend your selling into the truly fine homes of Concord, Maynard, Bedford, Acton and Sudbury . . . by using the five-town weeklies in combination with the Marlboro Enterprise and Hudson Sun.

You, too, will find that sales and costs are all in your favor in Marlboro-Hudson . . . sales up, costs down . . . way down.

Marlboro Enterprise—Hudson Sun

Marlboro, Mass.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

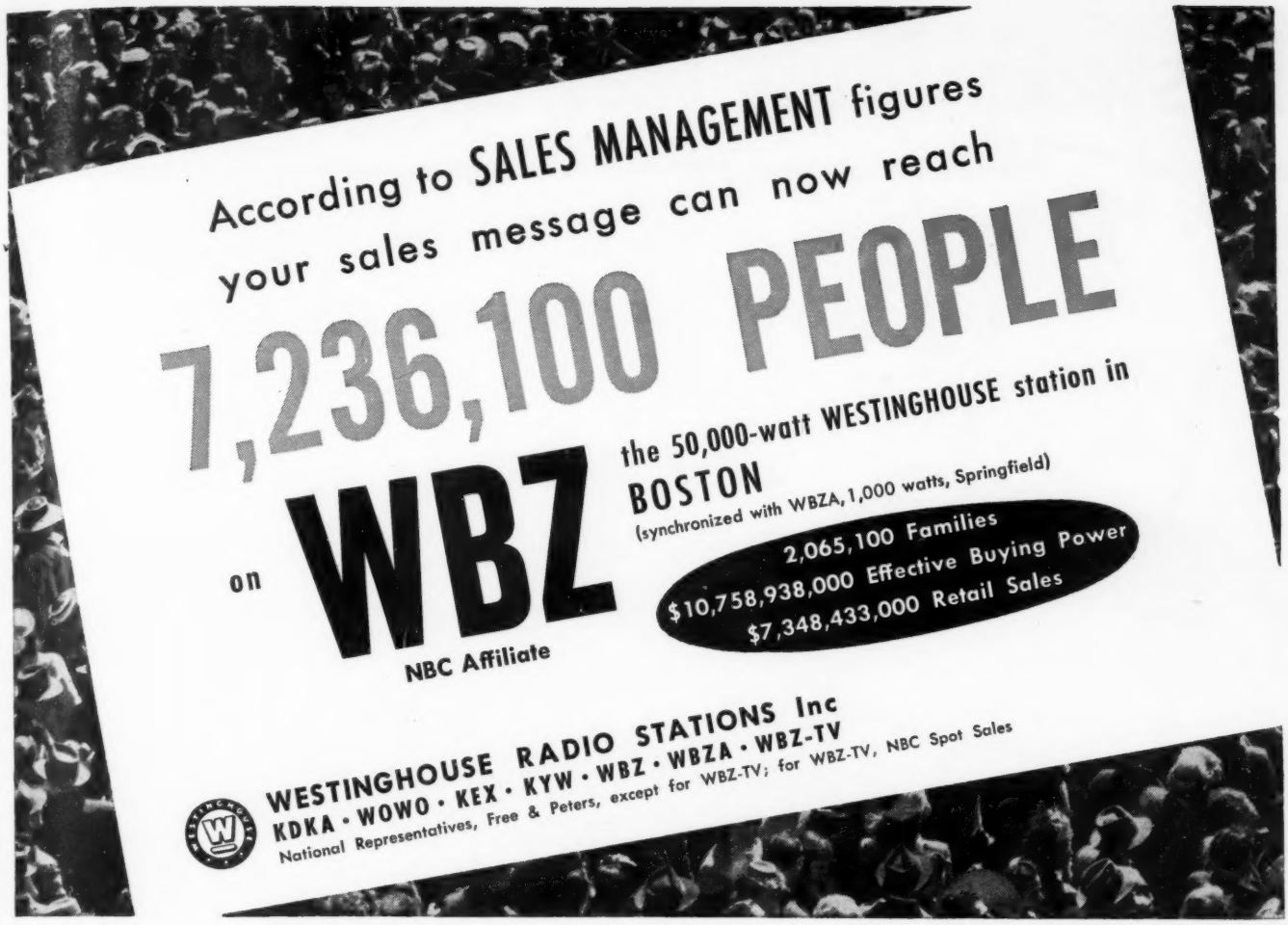
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Arlington			45.2	.0292	12.6	26,774	.0177	9,656	754	832	6,625	1,075	5,249	84,669	.0385	1,873	6,720	.0304	104
Marlboro-Hudson			*24.5*	*.0158*	*7.6*	*24,787*	*.0164*	*8,364*	*1,396*	*1,570*	*3,871*	*611*	*	*80,062*	*.0136*	*1,227*	*3,956*	*.0149*	*94*
Woburn			20.8	.0135	5.4	19,237	.0127	5,193	1,004	393	2,658	629	*	37,057	.0168	1,782	6,862	.0149	110
Belmont			28.1	.0181	8.0	17,313	.0114	8,552	236	270	3,468	1,408	*	59,062	.0268	2,102	7,383	.0204	113
Wakefield			20.2	.0130	5.6	17,147	.0114	4,891	463	523	5,089	560	*	37,527	.0170	1,858	6,701	.0145	112
Marlborough			16.2	.0105	4.9	16,605	.0109	5,257	881	1,004	2,507	395	927	19,986	.0091	1,234	4,079	.0099	94
Melrose			27.7	.0179	8.0	16,237	.0108	6,633	395	405	2,857	677	*	53,999	.0245	1,949	6,750	.0191	107
Natick			20.2	.0130	5.8	12,431	.0082	4,431	354	1,211	1,640	545	*	29,538	.0134	1,462	5,093	.0117	90

*Withheld to avoid disclosure.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

MASSACHUSETTS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Nantucket	F4	.....	3.5	.0022	1.1	7,258	.0048	2,307	287	279	862	288	.....	5,652	.0026	1,615	5,138	.0033	150
Norfolk	D2	18	406.2	.2622	112.4	358,460	.2371	113,026	15,053	12,485	71,115	13,087	.....	779,707	.3537	1,920	6,937	.3004	115
Quincy	.....	.....	85.4	.0551	24.7	109,128	.0722	34,620	9,322	3,948	17,651	3,071	10,729	156,101	.0708	1,828	6,320	.0681	124
Brookline	.....	.....	59.2	.0382	16.7	64,644	.0427	19,988	787	3,231	16,989	2,848	14,703	149,667	.0679	2,528	8,962	.0544	142
Wellesley	.....	.....	21.6	.0140	5.9	29,053	.0192	6,458	923	489	6,180	994	*	55,608	.0252	2,574	9,425	.0211	151
Norwood	.....	.....	17.3	.0112	4.6	21,342	.0141	8,174	757	1,180	3,315	642	*	28,986	.0132	1,675	6,301	.0131	117
Weymouth	.....	.....	34.0	.0219	10.0	19,576	.0130	5,631	641	810	4,739	885	*	52,309	.0237	1,539	5,231	.0201	92

*Withheld to avoid disclosure.

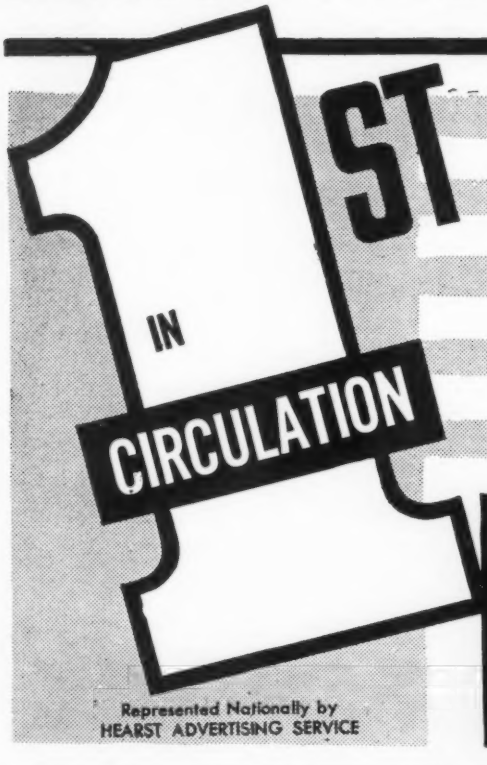
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HERE'S HOW YOU CAN TELL WHAT THE RETAIL SALES VOLUME WILL BE NEXT MONTH IN 200 CITIES

In every first-of-the-month issue SALES MANAGEMENT *forecasts* what the month's retail sales will be in more than 200 leading U. S. cities. For each city, we give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to sales changes in the making . . . each month.

Boston's Daily Newspaper Story



in the CITY OF BOSTON
in the 15-MILE AREA
in EVERY ABC DIVISION
in MASSACHUSETTS
in NEW ENGLAND

THE RECORD — AMERICAN'S **581,084**

AGAINST THE . . .
HERALD-TRAVELER'S 339,155 | POST'S 306,383 | GLOBE'S 277,699

Represented Nationally by
HEARST ADVERTISING SERVICE

MASSACHUSETTS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Braintree			24.0	.0155	6.4	13,659	.0090	4,998	153	551	3,698	498	*	45,328	.0206	1,889	7,083	.0161	104
Dedham			19.3	.0125	5.3	12,552	.0083	4,465	471	269	1,843	552	*	34,105	.0154	1,767	6,435	.0127	102
Needham			16.9	.0109	4.9	12,540	.0083	4,907	390	598	3,274	548	*	38,097	.0173	2,254	7,775	.0133	122
Plymouth	E2	20	195.3	.1261	58.2	208,646	.1379	62,167	12,941	9,137	31,735	5,755		276,545	.1255	1,416	4,752	.1293	103
▲Brockton			64.9	.0419	19.9	88,909	.0588	24,357	8,369	5,634	13,275	2,314	31,996	83,008	.0377	1,279	4,171	.0449	107
Plymouth			14.1	.0091	3.5	16,345	.0108	5,626	1,050	552	2,489	504	*	20,183	.0091	1,431	5,767	.0096	105
Middleborough			10.3	.0066	3.2	11,988	.0079	3,308	370	648	1,224	234	*	10,670	.0049	1,036	3,334	.0061	92
Suffolk	D2	18	904.4	.5838	252.8	1,328,932	.8787	299,515	298,760	65,590	118,808	37,113		1,515,300	.6875	1,675	5,994	.7241	124

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Write today for

SALES MANAGEMENT'S

1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41" . . . in 6 colors . . . all Metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties wth $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. More than 1570 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1952.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

Largest "Out-of-Home" Area Survey Gives Boston Radio Listening Habits



Here are more reasons why WHDH should be on your Spring and Summer schedules.

6263 *families* personally filled out and sent in the survey questionnaire on away-from-home listening habits.

5996 *families* or 95.7% reported they listened to the radio while away from home.

57.0% of *these* families said they *listened most* to WHDH — or over 3½ times as many dials turned to WHDH as the second mentioned station.

For final tabulations on all questions included in the survey write to radio station WHDH, Boston, or contact your John Blair man.

WHDH is your best radio buy in Boston!

Final tally on Boston "Out-of-Home" survey

TO WHAT STATION DID YOU LISTEN MOST "AWAY FROM HOME"?

NETWORK STATION A	NETWORK STATION B	WHDH	NETWORK STATION C	NETWORK STATION D	OTHERS
15.7%	9.4%	57.0%	3.4%	6.1%	8.4%

DO YOU LISTEN TO THE RADIO "AWAY FROM HOME"? YES——NO——

WHERE DO YOU LISTEN "AWAY FROM HOME"?

Automobile——Beach——Cottage——Backyard——
Neighbor's home——At work——Restaurants——
Other——

IN THE PAST WEEK ABOUT HOW MANY HOURS DID YOU LISTEN TO THE RADIO "AWAY FROM HOME"?

1 hr. 2 hrs. 3 hrs. 4 hrs. 5 hrs. 6 hrs.
(more than 6 hrs.)——(number)

TO WHAT STATION DID YOU LISTEN *MOST* "AWAY FROM HOME"? (check one)

WBZ —— WEEI —— WHDH —— WLAW ——
WNAC —— (other) ——(call letters)

DO YOU HAVE A PORTABLE RADIO?
YES——NO——

DO YOU HAVE AN AUTOMOBILE
YES——NO——

DO YOU HAVE A TELEVISI
YES——NO——

Sample of survey questionnaire that appeared in the Boston Herald-Traveler and Record-American week of July 23, 1951.

Ballots opened, tabulated and verified by the Reuben H. Donnelley Corp.

WHDH

BOSTON · 50,000 WATTS

Owned and operated by the Boston Herald-Traveler Corp.
Represented Nationally by John Blair & Company



. . . always first in Boston

The Herald-Traveler has led all Boston papers in total advertising for 25 consecutive years. And in 1951 we carried the impressive total of 26,923,643 lines of paid advertising. That's why the Herald-Traveler is always first choice in Boston for local and national advertisers alike.

The Boston Herald-Traveler

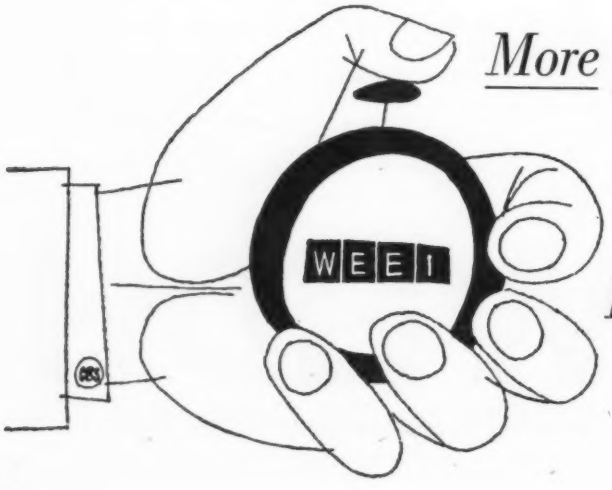
Represented Nationally by George A. McDevitt Company

MASSACHUSETTS— (Continued)

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▲Boston	.....	.....	807.2	.5211	226.2	1,254,167	.8293	270,244	296,325	62,952	105,972	33,444	2,228,520	1,364,903	.6192	1,691	6,034	.6626	127
Chelsea	.....	.....	39.8	.0257	10.8	41,488	.0274	17,547	1,599	1,878	5,911	1,737	49,524	56,971	.0259	1,431	5,275	.0263	102
Revere	.....	.....	37.5	.0242	10.4	24,421	.0162	9,085	508	431	5,418	1,181	1,859	51,979	.0236	1,386	4,998	.0215	89

▲ and △ See end of state for Standard Metropolitan County Areas. © SM, 1952. Before using these figures, see explanation page 15.



More people listen to WEEI

more often than to any other

*Boston radio station**

**Pulse: January-February, 1952.*



do you know the answers to this...

New England Market Quiz

Q *Do the 6 New England states form the Primary Market for the advertiser?*

Q *What is meant by the "Boston Trading Area"?*

Q *Are New England markets defined by counties?*

Q *What is corporate Boston's size in relation to its A.B.C. City Zone?*

Q *How do retail sales in Boston's A.B.C. City Zone compare with those in the rest of New England?*

free market booklet

FREE MARKET BOOKLET Write for the Boston Globe's quick, easy-to-understand analysis of the New England market. Answers all these questions and many more. No media file is complete without it.

NAME_____

FIRM_____

ADDRESS_____

_____

The Boston Globe

MORNING · EVENING · SUNDAY

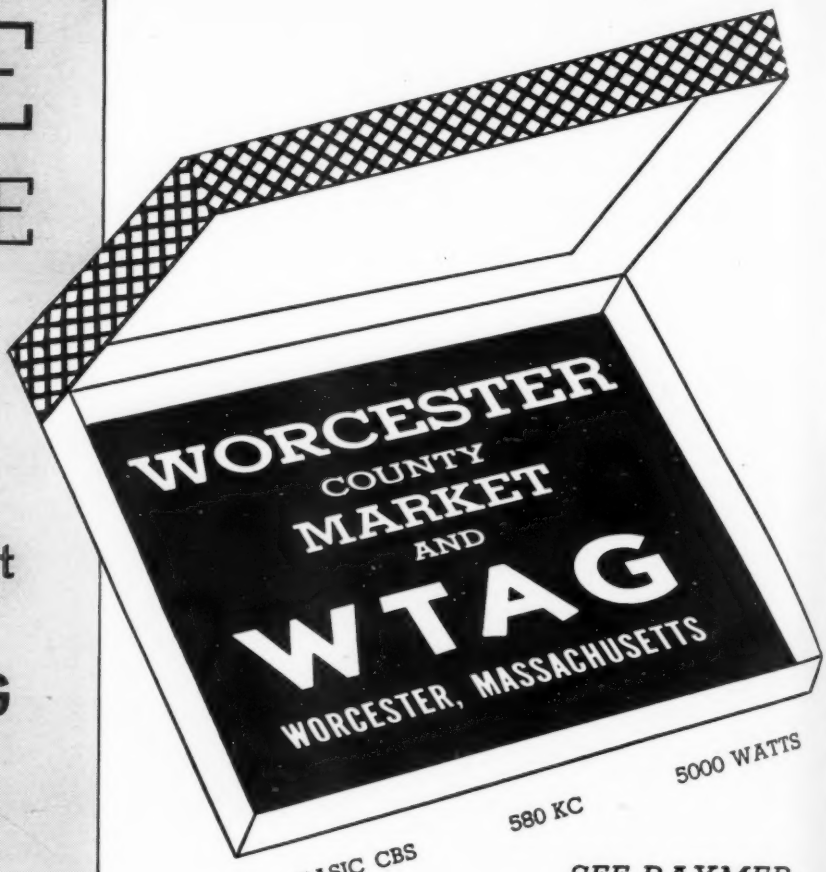
CRESMER & WOODWARD, INC., NEW YORK, SAN FRANCISCO, LOS ANGELES. SCOLARO, MEEKER & SCOTT, CHICAGO, DETROIT

PRIZE PACKAGE

$800,000,000 effective buying power in this prosperous Central New England Market

NOW
25TH Food Market
in the Nation

SERVED ONLY BY **WTAG**
the one station that gives complete coverage



SEE RAYMER FOR REASONS

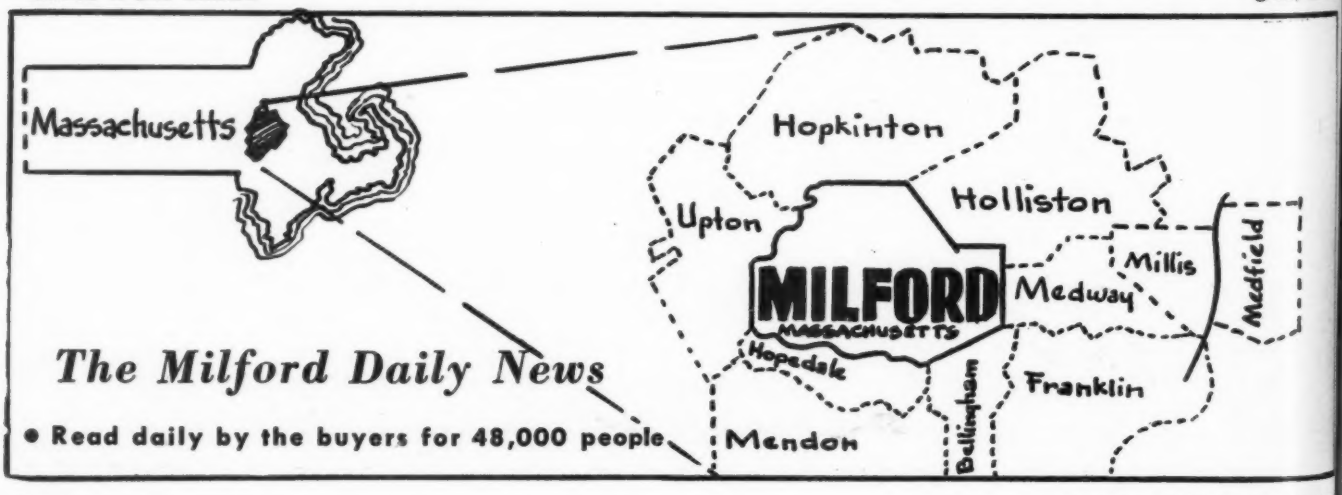
MASSACHUSETTS— (Continued)

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Worcester	C1	160	557.1	.3596	157.0	612,540	.4051	173,637	51,296	31,175	90,350	16,011	.....	806,052	.3657	1,447	5,134	.3763	106
▲Worcester			207.2	.1337	57.5	290,902	.1923	75,142	33,735	17,944	42,386	6,670	181,090	350,357	.1589	1,691	6,093	.1639	123
Fitchburg			43.7	.0282	12.8	64,955	.0430	16,634	5,837	3,719	9,672	2,074	15,332	67,233	.0305	1,539	5,253	.0338	120
Gardner			20.1	.0130	5.8	26,906	.0178	7,791	2,728	1,010	4,614	1,011	11,710	32,146	.0146	1,599	5,542	.0152	117
Leominster			24.8	.0160	7.2	25,494	.0168	7,872	1,394	1,782	4,397	700	*	30,978	.0141	1,249	4,303	.0153	96
Southbridge			18.0	.0116	5.2	21,783	.0144	6,572	1,041	887	3,379	656	*	26,322	.0119	1,462	5,062	.0126	100
Milford			15.7	.0102	4.5	19,942	.0132	5,217	1,114	1,212	3,707	528	*	24,397	.0111	1,554	5,422	.0115	113

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Buying Power Keeps Right on Growing in WORCESTER

—now 25th Food Market in the Nation!



Here in Worcester County — the Worcester Market — you're reaching a rich, responsive, GROWING market that spends $173,637,000 on food alone. You can count on greater promotion success — and greater profits — in WORCESTER, where over half a million buy-conscious people spend $612,540,000 annually in retail purchases! Ranking 35th in retail sales, Worcester has a Quality of Market Index in the city of 123, in the county of 105.

Stable income, increasing business activity and industrial prominence are three keys to the success of your test campaigns in

1. high buying power



WORCESTER — 4th MOST POPULAR TEST MARKET

among the nation's cities of 150,000 to 250,000 population.

WORCESTER'S WONDROUS TWINS



2. intensive newspaper coverage

Gain the undivided attention of Worcester's prosperous, well-balanced market by consistent advertising in the Worcester TELEGRAM-GAZETTE, the newspapers that completely cover the area — daily circulation 153,234, Sunday 104,542.



the WORCESTER TELEGRAM-GAZETTE

WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

George F. Booth, *Publisher*

OWNERS OF RADIO STATION WTAG AND WTAG-FM

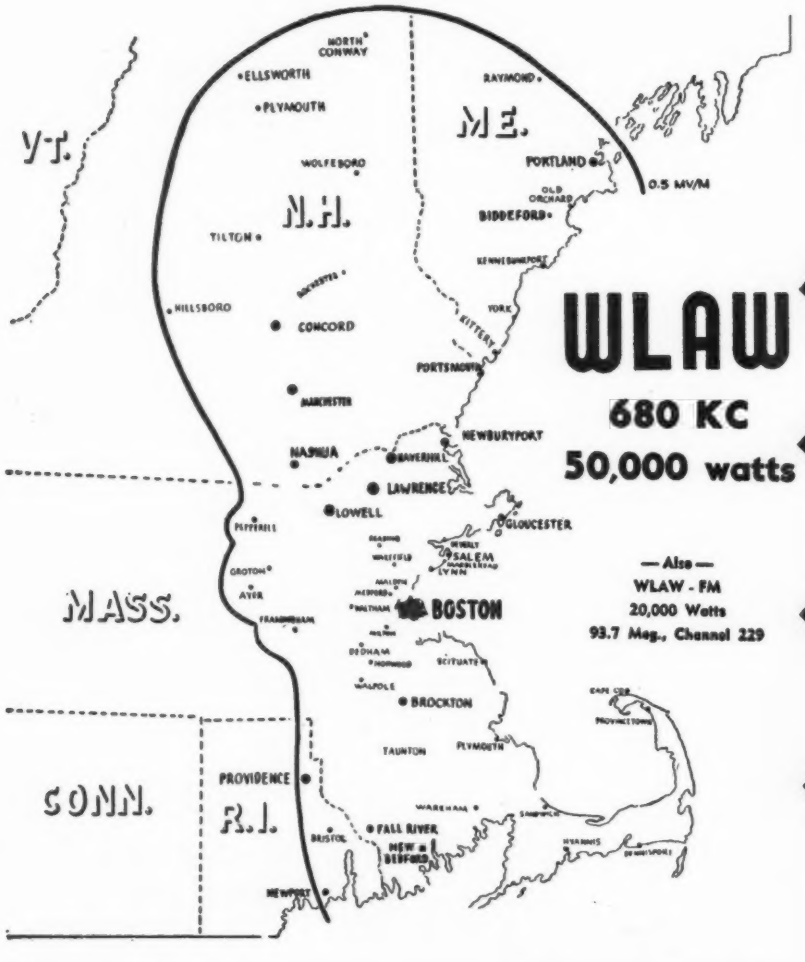
MASSACHUSETTS— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Clinton			12.6	.0081	3.6	16,310	.0108	5,005	1,019	1,226	2,334	424	1,523	20,151	.0091	1,599	5,598	.0094	118
Athol			11.9	.0077	3.5	15,501	.0103	4,197	553	1,016	2,870	391	*	17,401	.0079	1,462	4,972	.0086	112
Webster			13.5	.0087	3.9	15,474	.0102	5,304	1,135	711	1,487	430	1,747	17,072	.0078	1.265	4,377	.0087	100
Total Above Cities			3,680.8	2.3760	1,044.1	4,338,151	2.8685	1,178,734	550,155	223,731	594,628	132,804	3,310,791	5,996,844	2.7208	1,629	5,744	2.6950	113
State Total			4,788.0	3.0905	1,355.3	5,060,405	3.3461	1,412,981	567,239	240,315	691,046	157,107		7,558,349	3.4292	1,579	5,577	3.3386	108
Per Capita Sales						1,057		295	118	50	144	33							
Per Family Sales						3,734		1,042	418	177	510	116							
MASSACHUSETTS— SM Standard Metropolitan County Areas																			
Boston		18	2,932.6	1.8930	820.7	3,122,950	2.0650	866,861	414,547	138,855	403,139	99,899		4,915,957	2.2302	1,676	5,990	2.1133	112
Brockton		20	195.3	.1263	58.2	208,646	.1379	62,167	12,941	9,137	31,735	5,755		276,545	.1255	1,416	4,752	.1293	103
Fall River-New Bedford		47	389.5	.2514	114.5	333,928	.2208	100,734	25,122	21,087	44,809	11,455		498,183	.2260	1,279	4,351	.2295	91
Pittsfield		108	134.2	.0866	39.3	153,365	.1014	41,054	13,462	7,287	25,365	3,566		179,931	.0816	1,341	4,578	.0884	102
Springfield-Holyoke		138	467.9	.3020	131.1	476,986	.3154	123,588	42,459	26,231	73,633	15,743		720,959	.3271	1,541	5,499	.3188	105
Worcester		160	557.1	.3596	157.0	612,540	.4051	173,637	51,296	31,175	90,350	16,011		806,052	.3657	1,447	5,134	.3763	105

*Withheld to avoid disclosure.

© SM, 1952.



WLAW

680 KC

50,000 watts

— Also —

WLAW - FM

20,000 Watts

93.7 Meg., Channel 229

The 1952 WLAW MARKET . . .

POPULATION—

4,431,700

*NET BUYING INCOME—

$7,026,643,000

*Sales Management Analysis

Boston's

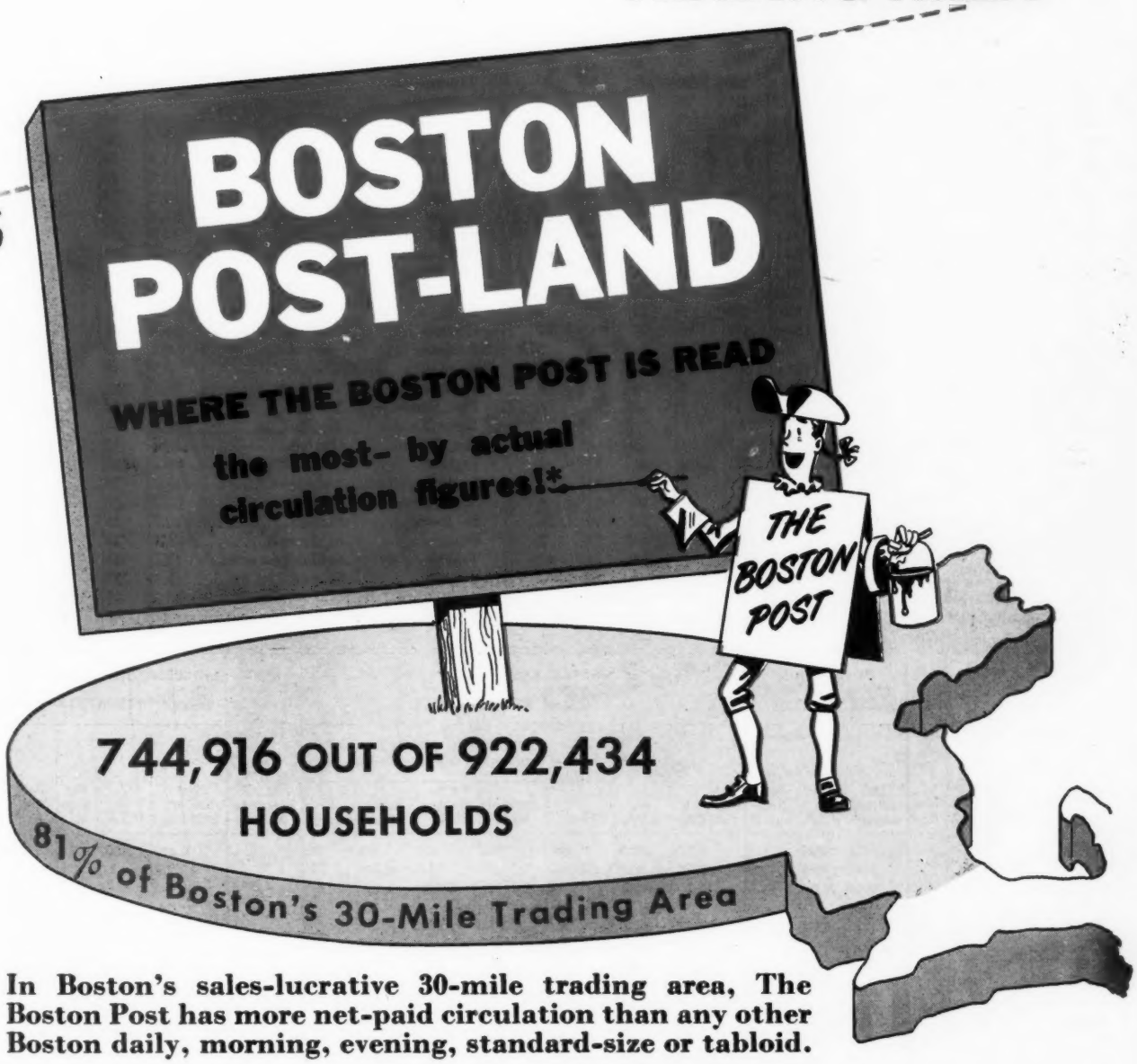
A B C

Station

For typical applications of Survey data to sales and advertising problems, see case histories starting on page 36

Boston's 30-MILE TRADING AREA

IS



In Boston's sales-lucrative 30-mile trading area, The Boston Post has more net-paid circulation than any other Boston daily, morning, evening, standard-size or tabloid.

In 41 major, close-in towns, all those of more than 5000 households, The Boston Post has overwhelming reader preference. In fact, as 1st or 2nd paper in 34 of these cream-of-the-market communities, The Boston Post holds commanding leadership in daily sales over all six other Boston dailies!

* A.B.C. 12 Mos. 3/31/51

Households mean families — purchasers for your products. You can reach Boston families best — at lowest cost — with The Boston Post.



The Boston Post

Represented by KELLY-SMITH CO., Coast to Coast

MICHIGAN — Counties and Cities — (Other East North Central States: Illinois, p. 266; Indiana, p. 283; Ohio, p. 466; Wisconsin, p. 607.)

Michigan state map—page 360

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Adrian	Lenawee	19.2	57	7	29	26	6
Albion	Calhoun	10.9	26	3	8	10	3
Alma	Gratiot	8.5	29	6	11	14	3
Alpena	Alpena	13.5	42	9	8	17	7
Ann Arbor	Washtenaw	49.6	78	11	42	27	21
Battle Creek	Calhoun	51.4	139	20	35	46	31
Bay City	Bay	54.5	190	16	48	37	27
Benton Harbor	Berrien	19.5	79	7	23	22	14
Birmingham	Oakland	16.7	26	4	12	13	7
Cadillac	Wexford	10.7	33	5	11	10	5
Charlotte	Eaton	6.8	28	5	10	10	5
Coldwater	Branch	8.8	28	5	10	17	4
Dearborn	Wayne	98.5	195	14	48	37	22
Detroit	Wayne	1,904.0	5,562	355	856	666	802
East Detroit	Macomb	23.5	33	2	11	3	10
Ecorse	Wayne	18.2	55	3	4	8	3
Escanaba	Delta	15.4	54	7	15	16	8
Ferndale	Oakland	32.0	50	5	15	15	7
Flint	Genesee	169.6	422	45	97	102	77
Grand Haven	Ottawa	9.9	33	5	14	16	5
Grand Rapids	Kent	182.6	568	57	134	112	90
Greenville	Montcalm	6.8	21	4	9	13	6
Grosse Pointe	Wayne	6.6	17	3	6	.....	6
Grosse Pointe Park	Wayne	13.5	17	1	5	6	5
Hamtramck	Wayne	45.0	224	16	41	12	19
Hastings	Barry	6.3	20	5	11	11	4
Hazel Park	Oakland	19.2	56	4	10	11	6
Highland Park	Wayne	48.1	139	14	34	19	25
Hillsdale	Hillsdale	7.5	21	6	10	18	2
Holland	Ottawa	16.4	55	8	23	18	10
Howell	Livingston	4.5	20	3	7	13	3
Ionia	Ionia	6.6	23	4	12	12	4
Iron Mountain	Dickinson	9.7	41	4	15	13	4
Ironwood	Gogebic	11.5	48	7	13	13	4
Ishpeming	Marquette	9.1	21	4	7	8	3
Jackson	Jackson	52.9	143	13	34	46	32
Kalamazoo	Kalamazoo	60.2	151	26	47	49	31
Lansing	Ingham	95.9	209	19	54	68	48
Lapeer	Lapeer	6.4	20	6	14	12	3
Lincoln Park	Wayne	30.6	61	4	12	14	8
Ludington	Mason	9.3	37	6	22	11	5
Manistee	Manistee	8.8	40	7	14	13	7
Marquette	Marquette	17.7	42	6	11	14	5
Menominee	Menominee	11.4	37	3	10	12	3
Midland	Midland	15.0	35	5	15	18	5
Monroe	Monroe	22.4	74	11	13	17	9
Mount Clemens	Macomb	18.4	60	4	15	18	7
Mount Pleasant	Isabella	11.7	26	6	14	18	5
Muskegon	Muskegon	50.4	231	16	45	49	24
Muskegon Heights	Muskegon	19.8	50	4	11	10	6
Niles	Berrien	13.8	42	7	10	18	6
Owosso	Shiawassee	16.4	48	8	13	15	8
Petoskey	Emmet	6.6	25	8	14	12	4
Plymouth	Wayne	6.9	16	4	8	16	5
Pontiac	Oakland	76.9	181	17	40	61	27
Port Huron	St. Clair	37.1	116	12	28	28	17
River Rouge	Wayne	21.1	70	2	7	11	7
Royal Oak	Oakland	50.6	72	7	24	21	12
Saginaw	Saginaw	96.2	262	23	60	44	39
Sault Ste. Marie	Chippewa	18.3	73	6	10	14	6
South Haven	Van Buren	5.7	28	5	5	12	3
St. Joseph	Berrien	10.7	25	5	12	5	7
Sturgis	St. Joseph	8.1	24	6	15	13	5
Traverse City	Grand Traverse	17.5	46	10	14	25	10
Wayne	Wayne	9.8	23	4	7	5	4
Wyandotte	Wayne	38.3	97	15	22	23	13
Ypsilanti	Washtenaw	19.0	46	6	15	23	10

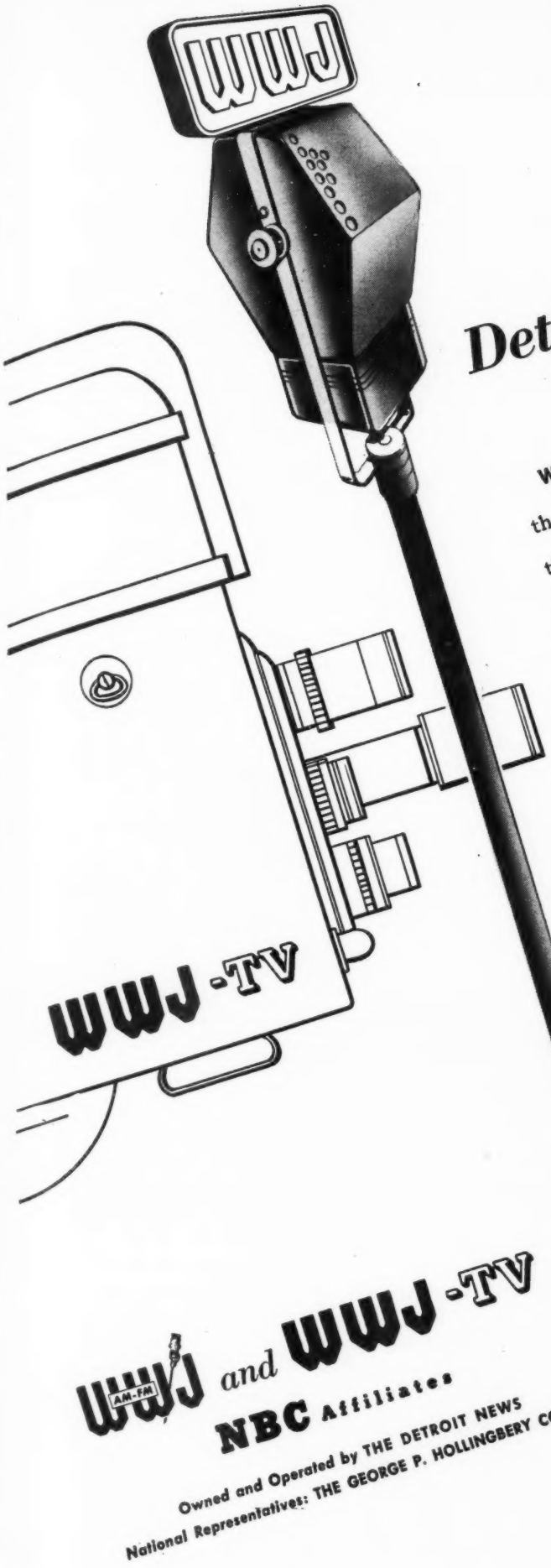
COUNTIES CITIES	Map Code	Met. Area	POPULATION ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 Estimates (add 000)	EFFECTIVE BUYING INCOME ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Alcona	F4	.....	5.9	.0038	1.7	4,376	.0029	1,360	353	23	886	90	.....	6,368	.0029	1,079	3,746	.0030	79
Alger	D2	.....	10.0	.0065	2.9	8,977	.0059	2,672	1,293	418	1,344	306	.....	13,298	.0060	1,330	4,586	.0060	92
Allegan	D6	.....	48.9	.0315	14.6	46,708	.0309	12,863	2,118	1,220	8,817	946	.....	58,143	.0264	1,189	3,982	.0287	91
Alpena	F3	.....	22.6	.0146	6.2	23,969	.0159	6,725	2,778	559	4,639	657	.....	34,994	.0159	1,548	5,644	.0155	106
Alpena	.....	.....	13.5	.0087	3.9	19,808	.0131	5,472	2,500	497	3,115	656	*	21,323	.0097	1,579	5,467	.0105	121
Antrim	E3	.....	10.9	.0071	3.3	8,995	.0059	2,952	364	165	486	310	.....	10,567	.0048	969	3,202	.0056	79
Arenac	F5	.....	9.8	.0063	2.8	9,989	.0066	2,132	676	267	2,349	230	.....	11,957	.0054	1,220	4,270	.0059	94
Baraga	B1	.....	8.1	.0052	2.4	6,989	.0048	2,079	884	*	803	137	.....	12,038	.0055	1,486	5,016	.0052	100
Barry	E6	.....	27.0	.0173	8.2	22,760	.0151	6,498	841	1,111	3,934	696	.....	27,461	.0124	1,017	3,349	.0142	82
Hastings	.....	.....	6.3	.0041	2.1	13,826	.0091	3,021	421	1,038	3,037	414	485	6,897	.0031	1,095	3,284	.0051	124
Bay	F5	14	91.7	.0592	25.7	95,702	.0633	24,054	10,900	6,059	14,260	3,298	.....	130,499	.0592	1,423	5,078	.0604	102
▲Bay City	.....	.....	54.5	.0352	16.0	76,870	.0509	18,286	9,987	5,177	11,521	2,997	38,671	81,001	.0368	1,486	5,063	.0407	116
Benzie	D4	.....	8.2	.0053	2.5	8,203	.0054	2,750	438	398	1,342	418	.....	12,825	.0058	1,564	5,130	.0056	106

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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Detroit's "first" team

WWJ - first commercial radio station in the nation—is the most economical buy in the Detroit market. You can buy time on WWJ for 14.5% less than the average cost-per-thousand listeners for radio time in Detroit. As proof of its consistent pulling-power, 25% of WWJ's advertisers have been on the station for 5 consecutive years, or more.

WWJ-TV, first television station in Michigan, is now in its seventh year of TV leadership in Detroit. Seven of Detroit's ten top-rated local and NBC network shows are on WWJ-TV. Red Wing hockey and Tiger baseball are on WWJ-TV. And so are a multitude of advertisers for whom WWJ-TV is doing a great selling job.

Get on Detroit's "first" team to get your share of business... in a market of more than one million workers who spend over four billion dollars a year in Detroit's retail stores!

WWJ AM-FM *and* WWJ-TV

NBC Affiliates

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Berrien	C7	.....	120.7	.0779	36.5	138,951	.0919	37,394	10,470	4,885	23,316	5,599	.....	183,142	.0831	1,517	5,018	.0847	109
Benton Harbor-St. Joseph	.....	.....	*30.2*	*.0194*	*9.4*	*61,092*	*.0404*	*14,350*	*6,939*	*3,191*	*10,038*	*3,043*	*	*48,768*	*.0222*	*1,615*	*5,188*	*.0270*	*139*
Benton Harbor	.....	.....	19.5	.0125	6.0	44,908	.0297	10,219	4,313	2,179	7,832	2,198	12,726	30,194	.0137	1,548	5,032	.0182	146
Niles	.....	.....	13.8	.0090	4.3	23,933	.0158	6,966	2,204	704	5,682	807	*	22,441	.0101	1,626	5,219	.0116	129
St. Joseph	.....	.....	10.7	.0069	3.4	16,184	.0107	4,131	2,626	1,012	2,206	845	*	18,574	.0085	1,736	5,463	.0088	128
Branch	E7	.....	31.3	.0202	9.1	31,249	.0206	7,670	1,789	993	6,349	841	.....	42,111	.0191	1,345	4,628	.0198	98
Coldwater	.....	.....	8.8	.0056	3.0	18,255	.0121	3,577	1,431	649	4,086	484	4,962	13,489	.0061	1,533	4,496	.0078	139

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Detroit Means Business

The Detroit News

covers the higher income groups in the Detroit Standard Metropolitan Area better than any other Detroit newspaper . . . and has the largest weekday and Sunday trading area circulation in the Detroit Trading Area!*

*Macomb, Oakland and Wayne counties

EACH NEWSPAPER'S PERCENT OF COVERAGE OF INCOME GROUPS

Income Group	Percent Homes Covered Weekdays		
	NEWS	Free Press	Times
$7,000 and over	65	49	35
$5,000—$6,999	61	32	36
$4,000—$4,999	54	27	37

Income Group	Percent Homes Covered Sunday		
	NEWS	Free Press	Times
$7,000 and over	70	50	36
$5,000—$6,999	65	36	40
$4,000—$4,999	59	32	41

Source: Fourth Quinquennial Survey of the Detroit Market, 1951

The Fourth Quinquennial Survey is the result of 11,026 actual interviews made by Market Opinion Research Company of Detroit during March-April-May, 1951.

459,808
highest weekday circulation of any Detroit newspaper.

565,718
Highest Sunday trading area circulation.
A. B. C. figures for 6-month period Ending September 30, 1951

The Detroit News

THE HOME NEWSPAPER

owners and operators of radio stations WWJ, WWJ-FM, WWJ-TV

Eastern Offices: 110 E. 42nd St., New York 17—under management of A. H. KUCH • *Western Offices:* JOHN E. LUTZ CO., Tribune Tower, Chicago



STATION OF FAMOUS "Firsts!"

★ FIRST STATION IN FLINT (See Our Birth Certificate)
★ FIRST CHOICE OF FLINT LISTENERS (See Hooper)
★ FIRST CHOICE OF LOCAL RETAILERS (See Any of Them)
★ FIRST CHOICE FOR YOU IN FLINT'S $315,840,000 RETAIL MARKET (See for Yourself)

• How about merchandising? . . . WFDF leads with interior and exterior bus cards, station announcements, newspaper ads, mailing pieces, point-of-sale displays — and personal calls. If you're looking for sales, look to WFDF.

WFDF AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN
REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD AM&FM Grand Rapids—WFBM AM&FM Indianapolis—WEOA Evansville

910 Kilocycles

MICHIGAN — (Continued)

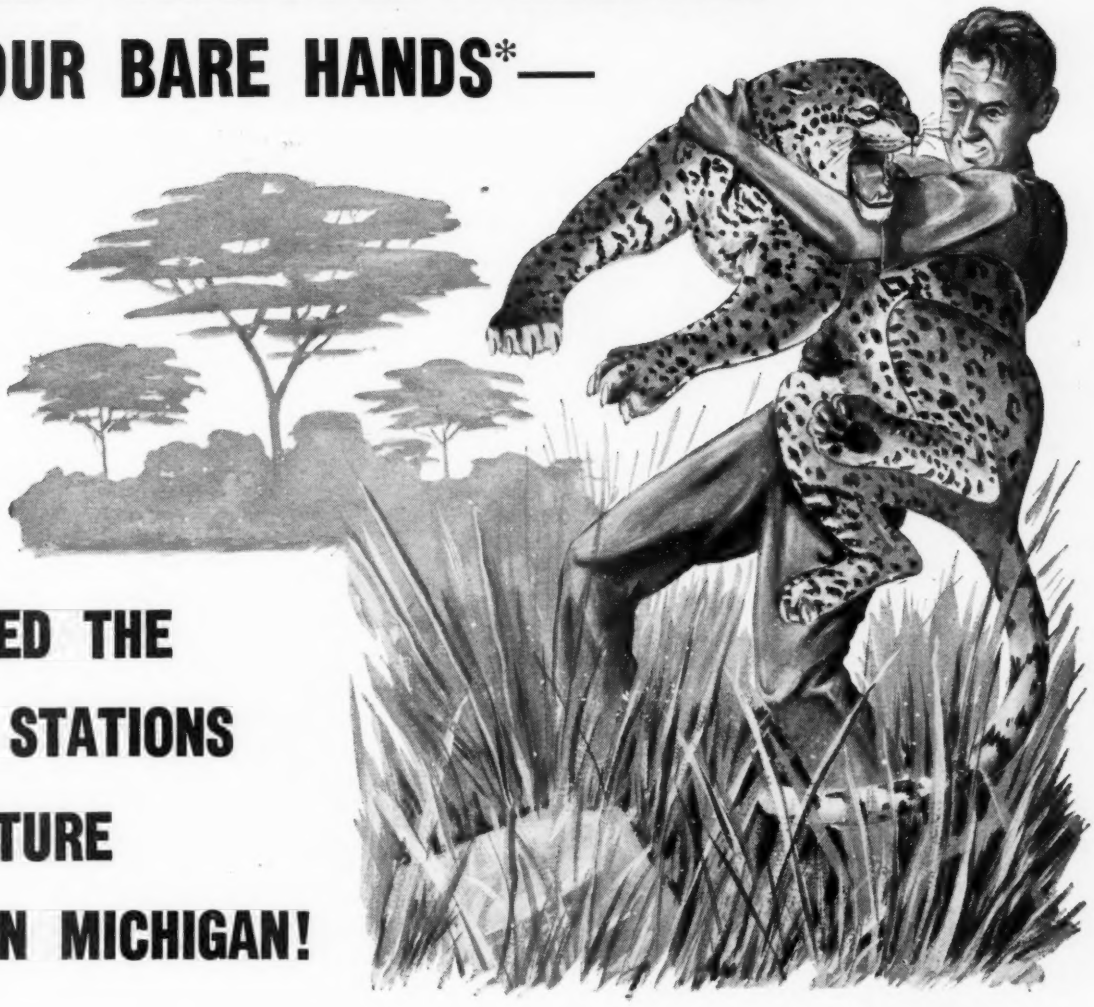
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Calhoun	E7	165	126.5	.0817	36.4	147,146	.0973	37,368	13,098	6,644	29,601	5,546	.....	185,923	.0844	1,470	5,108	.0877	107
△Battle Creek	.....	.....	51.4	.0332	15.9	96,879	.0640	21,936	11,990	4,947	21,438	3,829	25,814	94,069	.0427	1,830	5,916	.0472	142
Albion	.....	.....	10.9	.0071	3.1	13,766	.0091	3,526	714	780	2,840	352	745	14,315	.0065	1,313	4,618	.0074	104
Cass	D7	.....	29.4	.0190	9.1	23,085	.0153	6,266	515	1,272	4,159	732	.....	30,816	.0140	1,048	3,386	.0154	81
Charlevoix	E3	.....	13.8	.0089	4.0	12,229	.0081	3,686	725	404	2,140	400	.....	18,566	.0084	1,345	4,642	.0084	94
Cheboygan	E3	.....	13.6	.0088	3.9	15,105	.0100	4,405	954	395	1,715	557	.....	20,425	.0093	1,502	5,237	.0094	107
Chippewa	E2	.....	29.6	.0191	8.2	33,566	.0222	9,145	3,971	1,062	4,636	550	.....	44,673	.0203	1,509	5,448	.0206	108
Sault Ste. Marie	.....	.....	18.3	.0118	5.1	27,496	.0182	6,568	3,531	969	4,092	418	•	33,354	.0151	1,825	6,550	.0153	130
Clare	E5	.....	10.7	.0069	3.2	9,737	.0064	2,853	717	354	1,774	449	.....	16,403	.0074	1,533	5,126	.0070	101
Clinton	E6	.....	32.3	.0208	9.0	21,567	.0143	5,092	1,116	889	5,340	445	.....	30,309	.0138	938	3,368	.0154	74
Crawford	E4	.....	4.2	.0027	1.2	4,329	.0028	1,319	296	•	875	79	.....	4,794	.0022	1,141	3,995	.0025	93
Delta	C2	.....	33.2	.0215	9.6	33,010	.0218	10,288	4,861	1,597	3,974	851	.....	43,603	.0197	1,313	4,542	.0207	96
Escanaba	.....	.....	15.4	.0099	4.6	22,825	.0151	6,638	3,780	1,368	3,061	693	12,448	27,451	.0125	1,783	5,968	.0127	128
Dickinson	C2	.....	24.9	.0160	7.6	26,367	.0188	7,996	2,983	1,425	3,744	480	.....	31,541	.0144	1,267	4,150	.0160	100
Iron Mountain-Kingsford	.....	.....	*14.7*	*.0095*	*4.5*	*21,818*	*.0144*	*5,751*	*2,768*	*1,114*	*3,093*	*397*	*7,919*	*24,799*	*.0113*	*1,687*	*5,511*	*.0119*	*123*
Iron Mountain	.....	.....	9.7	.0063	2.9	19,541	.0129	5,051	2,706	1,002	2,805	355	6,977	16,386	.0074	1,689	5,650	.0088	140
Eaton	E6	.....	41.4	.0268	12.5	35,165	.0233	9,569	985	1,944	7,506	1,198	.....	44,037	.0199	1,064	3,523	.0223	83
Charlotte	.....	.....	6.8	.0044	2.1	12,577	.0083	2,692	495	751	3,889	523	1,321	7,979	.0037	1,173	3,800	.0052	118
Emmet	E3	.....	16.9	.0109	4.9	25,444	.0168	5,730	2,809	1,282	6,152	717	.....	25,118	.0114	1,486	5,126	.0129	118
Petoskey	.....	.....	6.6	.0042	2.0	20,529	.0136	3,916	2,247	997	5,190	552	5,028	9,598	.0043	1,454	4,799	.0071	169
Genesee	E6	48	281.3	.1816	81.0	315,840	.2088	78,807	27,615	15,190	71,720	11,553	.....	462,078	.2097	1,643	5,705	.2038	112
▲Flint	.....	.....	169.6	.1095	50.2	250,826	.1659	62,954	25,577	14,516	57,857	10,062	81,873	315,662	.1432	1,861	6,288	.1433	131
Gladwin	E5	.....	9.5	.0061	2.7	7,116	.0047	1,853	261	286	1,675	43	.....	8,767	.0040	923	3,247	.0046	75
Gogebic	A2	.....	27.1	.0175	8.1	29,567	.0196	7,635	2,897	1,795	5,423	719	.....	34,749	.0157	1,282	4,290	.0172	98
Ironwood	.....	.....	11.5	.0074	3.6	19,681	.0130	4,925	2,136	1,574	3,698	486	9,214	16,902	.0077	1,470	4,695	.0092	124
Grand Traverse	D4	.....	29.3	.0189	7.9	38,018	.0251	8,078	5,423	1,454	9,365	1,129	.....	39,875	.0181	1,361	5,047	.0204	106
Traverse City	.....	.....	17.5	.0113	4.4	34,874	.0230	6,678	5,330	1,400	9,231	955	10,476	21,624	.0098	1,236	4,915	.0140	124
Gratiot	E5	.....	34.2	.0221	9.8	35,385	.0234	9,107	2,000	1,534	7,558	835	.....	42,791	.0194	1,251	4,366	.0211	95
Alma	.....	.....	8.5	.0055	2.7	15,642	.0104	3,264	1,239	929	3,647	399	4,581	14,095	.0064	1,658	5,220	.0074	136
Hillsdale	E7	.....	32.9	.0212	10.0	30,687	.0203	6,713	2,395	1,119	6,958	560	.....	35,507	.0161	1,079	3,551	.0184	87
Hillsdale	.....	.....	7.5	.0048	2.4	15,944	.0105	3,171	2,099	687	4,869	127	1,568	10,674	.0048	1,423	4,448	.0065	135
Houghton	B1	.....	39.7	.0256	11.9	37,979	.0251	14,235	3,344	1,351	5,876	712	.....	62,706	.0285	1,579	5,269	.0269	105
Huron	G5	.....	33.8	.0219	9.3	36,133	.0239	7,253	2,147	1,800	9,183	726	.....	42,289	.0192	1,251	4,547	.0212	97
Ingham	E6	73	182.2	.1176	52.4	233,571	.1545	56,994	27,120	9,190	53,390	7,197	.....	327,785	.1487	1,799	6,255	.1442	123
▲Lansing	.....	.....	95.9	.0619	29.7	180,285	.1192	40,177	25,182	7,727	42,742	5,424	73,970	190,508	.0865	1,987	6,414	.0914	148
Ionia	E6	.....	39.1	.0251	10.9	34,369	.0227	9,484	1,554	1,388	7,760	1,131	.....	39,768	.0180	1,017	3,648	.0208	83
Ionia	.....	.....	6.6	.0043	2.1	13,353	.0089	3,258	737	667	3,431	511	2,585	7,533	.0034	1,141	3,587	.0052	121
Iosco	F4	.....	11.2	.0072	3.5	11,856	.0078	3,520	543	461	1,869	505	.....	15,939	.0073	1,423	4,554	.0074	103
Iron	B2	.....	17.9	.0116	5.4	20,220	.0134	6,153	1,540	1,358	4,610	342	.....	24,638	.0111	1,376	4,563	.0119	103
Isabella	E5	.....	29.8	.0192	7.9	25,796	.0170	7,042	1,529	880	6,471	492	.....	39,138	.0178	1,313	4,954	.0178	93
Mount Pleasant	.....	.....	11.7	.0076	3.1	19,065	.0126	4,563	1,270	759	5,412	357	•	18,844	.0085	1,611	6,079	.0095	125
Jackson	E7	64	111.6	.0721	32.0	128,150	.0848	31,280	12,980	5,572	24,273	4,901	.....	186,789	.0847	1,674	5,837	.0822	114
▲Jackson	.....	.....	52.9	.0341	16.6	98,252	.0649	22,345	12,732	4,907	19,134	4,332	31,709	100,103	.0455	1,892	6,030	.0490	144
Kalamazoo	D7	68	132.2	.0853	38.6	148,894	.0984	35,112	12,535	8,568	27,416	6,100	.....	225,377	.1023	1,705	5,839	.0977	115
▲Kalamazoo	.....	.....	60.2	.0389	17.8	121,041	.0801	24,892	11,961	7,946	24,247	4,644	49,020	119,589	.0542	1,987	6,718	.0589	151

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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YOU MIGHT THROTTLE A LEOPARD WITH YOUR BARE HANDS*—



BUT . . .

YOU NEED THE FETZER STATIONS TO CAPTURE WESTERN MICHIGAN!

Whether you use television, radio or both, the Fetzer Stations are *what you need* in Western Michigan.

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It is a multiple-market station, providing intensive primary service to Kalamazoo, Grand Rapids and Battle Creek. Complete coverage area embraces 24 Western Michigan and Northern Indiana counties with a Net Effective Buying Income of more than 2 billion dollars. The WKZO-TV market has more television receivers than are installed in such metropolitan centers as Seattle, Houston or Syracuse. *WKZO-TV dominates this market:* A new 24-county Videodex Diary Study made by Jay & Graham Research Corporation in January, 1952, using the BMB technique, proves conclusively that WKZO-TV delivers *64.4% more television families than Station "B"!*

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are one of America's most obvious radio buys. 1949 BMB figures show that WKZO-WJEF have greatly increased their unduplicated audiences over 1946 — up 46.7% in the daytime, 52.9% at night. WKZO-WJEF cost 20% less than the next-best two-station combination in Kalamazoo and Grand Rapids—*yet deliver about 57% more listeners!*

Get the whole Fetzer story today. Write direct or ask Avery-Knodel.

** On a hunting expedition in Africa, Carl E. Axeley killed a full-grown leopard by choking it to death.*

Avery-Knodel, Inc., Exclusive National Representatives

WJEF tops in GRAND RAPIDS and KENT COUNTY (CBS RADIO)

WKZO-TV tops in WESTERN MICHIGAN and NORTHERN INDIANA

WKZO tops in KALAMAZOO and GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE Owned and Operated by Fetzer Broadcasting Company

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kalkaska	E4		4.6	.0030	1.5	3,028	.0020	1,143	99	*	210	77		4,388	.0020	954	2,925	.0022	73
Kent	D6	54	298.6	.1927	89.0	356,757	.2359	85,272	45,998	18,666	58,328	15,871		429,582	.1949	1,439	4,827	.2068	107
▲Grand Rapids			182.6	.1178	56.4	290,191	.1918	65,690	44,650	16,606	46,102	13,100	199,322	277,065	.1257	1,517	4,913	.1439	122
Keweenaw	C1		2.8	.0018	.9	1,212	.0008	801		*				2,363	.0011	844	2,626	.0012	67
Lake	D4		5.3	.0034	1.8	3,670	.0025	1,315	355	*	349	81		4,392	.0019	829	2,440	.0024	71
Lapeer	G6		36.9	.0239	9.2	31,614	.0209	8,495	1,431	1,010	7,661	716		37,529	.0171	1,017	4,079	.0196	82
Lapeer			6.4	.0042	1.6	14,865	.0099	3,110	985	661	3,589	378	2,617	8,610	.0039	1,345	5,381	.0057	163
Leelanau	D4		8.8	.0056	2.5	5,277	.0035	1,750	470	*	538	158		7,291	.0033	829	2,916	.0038	68
Lenawee	F7		67.3	.0435	19.6	75,166	.0497	19,838	5,481	3,213	15,715	2,142		88,389	.0401	1,313	4,510	.0437	100
Adrian			19.2	.0124	5.8	36,408	.0240	8,729	3,987	2,180	6,857	1,306	9,070	32,137	.0146	1,674	5,541	.0170	137
Livingston	F6		27.9	.0180	8.2	27,230	.0180	6,523	955	983	6,465	657		37,537	.0170	1,345	4,578	.0175	97
Howell			4.5	.0029	1.4	13,059	.0087	2,744	395	517	3,966	295	2,140	6,897	.0031	1,533	4,926	.0047	162
Luce	E2		8.4	.0054	1.7	6,311	.0041	1,977	512	*	1,336	85		10,901	.0050	1,298	6,412	.0048	89
Mackinac	D2		9.2	.0060	2.7	8,912	.0059	3,278	259	159	880	181		15,112	.0068	1,643	5,597	.0064	107
Macomb	G6	41	202.2	.1305	54.5	154,193	.1020	47,117	4,130	4,177	34,499	5,285		272,039	.1234	1,345	4,992	.1184	91
Mount Clemens			18.4	.0118	5.2	36,663	.0242	9,643	384	1,640	10,568	1,495	7,790	30,511	.0139	1,658	5,868	.0166	141
East Detroit			23.5	.0152	6.1	18,587	.0123	8,954	192	495	1,089	1,007	291	36,388	.0165	1,548	5,965	.0150	99
Manistee	D4		18.8	.0121	5.8	17,602	.0116	5,180	1,666	1,078	2,870	780		27,631	.0126	1,470	4,764	.0122	101
Manistee			8.8	.0057	2.9	12,407	.0082	3,327	1,505	984	2,210	536	2,710	14,037	.0064	1,595	4,840	.0068	119
Marquette	C2		48.6	.0314	13.7	45,926	.0304	14,197	4,357	2,341	7,671	939		68,407	.0310	1,408	4,993	.0309	98
Marquette			17.7	.0114	4.7	20,831	.0138	5,868	2,351	1,584	4,419	598	9,314	31,551	.0143	1,783	6,713	.0136	119
Ishpeming			9.1	.0059	2.8	10,880	.0072	2,992	1,121	551	2,027	226	*	12,244	.0055	1,345	4,373	.0061	103
Mason	D4		20.6	.0133	6.3	24,781	.0164	6,922	2,222	1,602	4,012	674		29,316	.0133	1,423	4,653	.0142	107
Ludington			9.3	.0060	3.1	15,669	.0103	4,336	1,793	1,323	1,791	507	2,671	12,801	.0058	1,376	4,129	.0072	120
Mecosta	E5		18.4	.0119	5.6	17,167	.0113	4,652	1,421	484	2,720	659		22,164	.0101	1,205	3,958	.0108	91

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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Write today for

SALES MANAGEMENT'S

1952

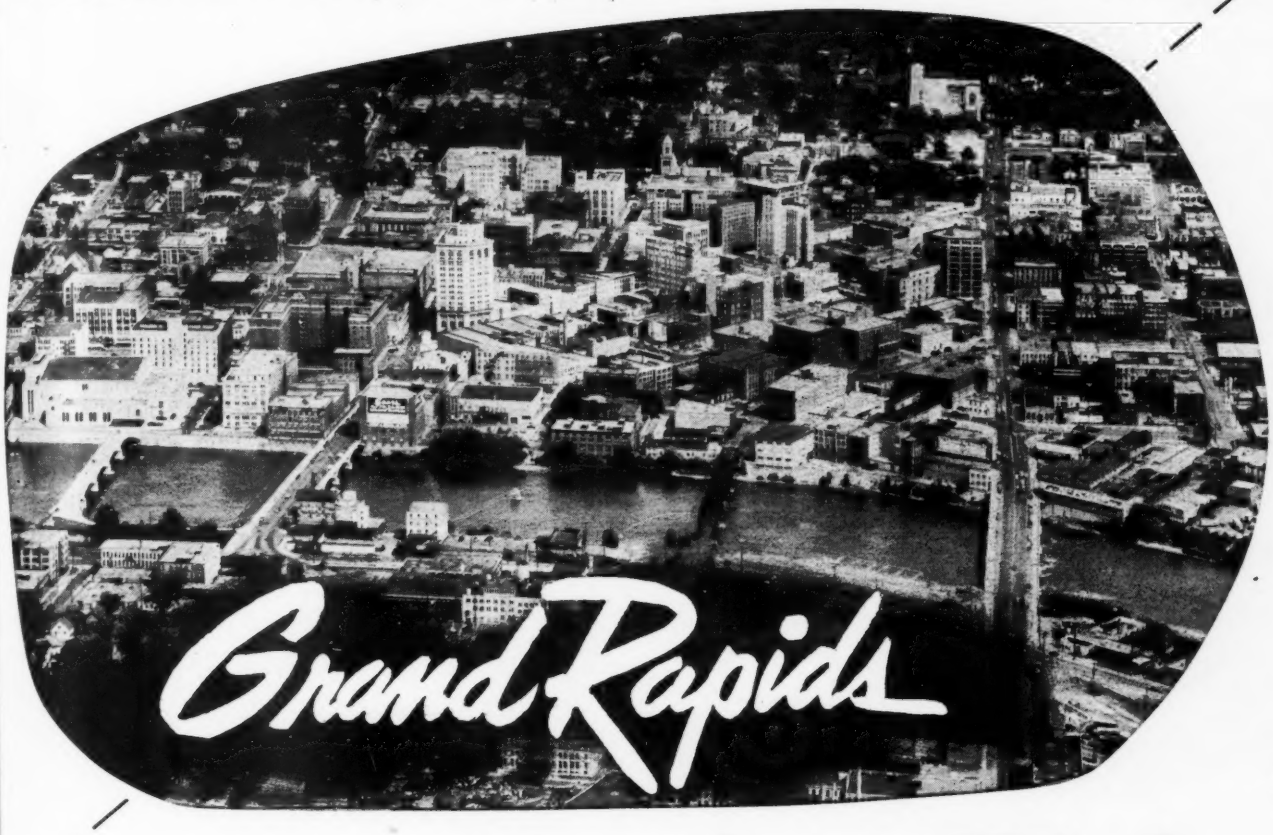
COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41" . . . in 6 colors . . . all metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties with $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. More than 1570 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1952.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

Check this select market



it's in the top 27% of the leading 200 U. S. cities

- POPULATION ..... 182,600 . . . rank . . . 54th*
- RETAIL SALES ..... $290,191,000 . . . rank . . . 51st*
- FOOD SALES ..... $ 65,690,000 . . . rank . . . 51st*
- DRUG SALES ..... $ 13,100,000 . . . rank . . . 37th*

*Sales Management Survey of Buying Power May 1952

and one newspaper provides you complete low cost family coverage

95% METROPOLITAN FAMILY COVERAGE
51% RETAIL TRADE ZONE FAMILY COVERAGE
38% WESTERN MICHIGAN FAMILY COVERAGE



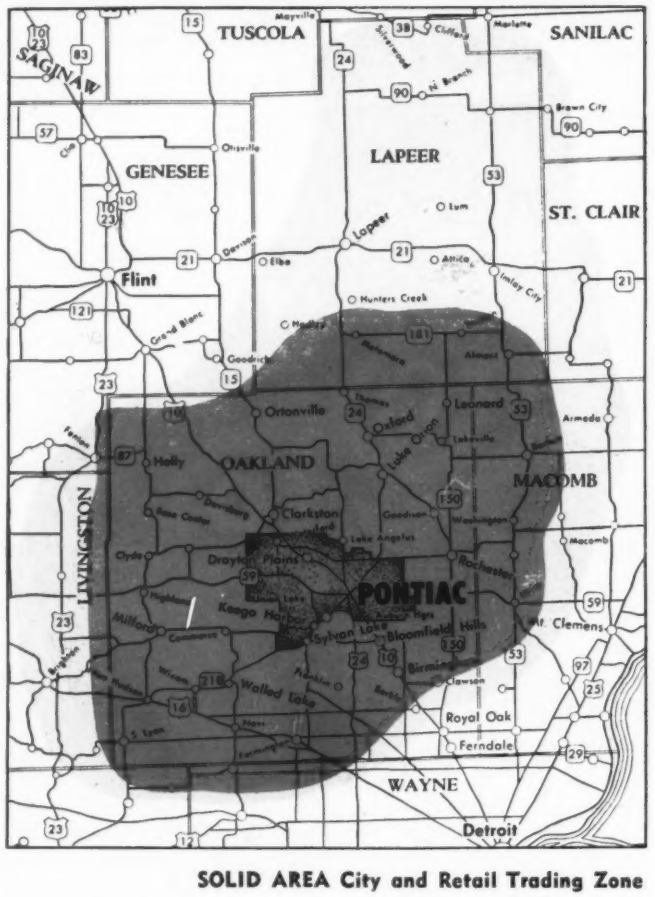
The Press reaches 68,438 of the 72,027 Metropolitan Families — 93,560 City and Retail Trade Zone families and a total of 108,835 families daily in The Billion Dollar Western Michigan Market.

Circulation figures are based on A.B.C. Publishers Statement Sept. '51

The Grand Rapids Press

R.O.P. Color Daily — Published 6 day, evenings — write, wire or phone for details on the Press Merchandising Plan.

THE JOHN E. LUTZ CO., Tribune Tower, Chicago A. H. KUCH, 110 E. 42nd St., New York



SOLID AREA City and Retail Trading Zone

—PONTIAC, MICHIGAN—

158th in U. S. Population	76,900
129th in U. S. Retail Sales	$127,259,000
114th in U. S. Food Sales	$ 32,282,000
129th in U. S. Drug Sales	$ 3,944,000

—OAKLAND COUNTY—

48th in U. S. Population	424,900
54th in U. S. Retail Sales	$421,792,000
48th in U. S. Food Sales	$114,543,000
52nd in U. S. Drug Sales	$ 13,351,000

Sales Management
200 Leading Cities and Counties

City and Retail Trading Zone, population 255,245, includes the major portion of Oakland County. Here the Daily Press gives adequate and highly exclusive coverage for 7 out of 10 Press homes that take no other daily newspaper.

ABC Net Paid 49,404

PONTIAC Daily PRESS

PONTIAC • MICHIGAN

7 out of 10 Press Homes Take No Other Daily Newspaper

NEW YORK OFFICE: 45 W. 45th Street
Phone Judson 2-4297

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Menominee	C2	.....	25.8	.0166	7.3	20,037	.0133	5,558	2,116	741	3,709	224	.....	24,779	.0111	960	3,394	.0129	78
Menominee	.....	.....	11.4	.0074	3.4	12,944	.0086	3,380	577	618	2,929	135	*	14,052	.0063	1,233	4,133	.0072	97
Midland	E5	.....	37.4	.0242	10.3	30,227	.0200	9,197	1,817	1,096	7,668	1,042	.....	45,050	.0205	1,205	4,374	.0211	87
Midland	.....	.....	15.0	.0096	4.3	24,532	.0162	5,918	1,406	968	7,451	922	*	26,271	.0120	1,751	6,110	.0128	133
Missaukee	E4	.....	7.6	.0049	2.0	5,524	.0036	1,346	170	*	614	82	.....	7,132	.0032	938	3,566	.0037	76
Monroe	F7	.....	79.1	.0510	22.1	71,796	.0475	19,142	5,213	3,094	15,275	2,362	.....	103,885	.0472	1,313	4,701	.0481	94
Monroe	.....	.....	22.4	.0145	6.3	40,498	.0268	11,089	4,699	2,054	7,150	1,998	7,416	38,885	.0176	1,736	6,172	.0197	136
Montcalm	E5	.....	31.9	.0206	9.9	35,598	.0235	9,304	1,683	977	7,550	989	.....	39,417	.0178	1,236	3,982	.0201	98
Greenville	.....	.....	6.8	.0044	2.3	12,825	.0085	3,299	655	412	4,007	471	1,776	9,571	.0044	1,408	4,161	.0056	127
Montmorency	F3	.....	4.2	.0027	1.2	4,416	.0029	1,184	145	.....	786	77	.....	6,173	.0028	1,470	5,144	.0028	104
Muskegon	D5	177	127.0	.0820	38.9	147,858	.0978	43,200	16,986	6,976	26,112	5,294	.....	202,571	.0919	1,595	5,490	.0917	112
△Muskegon	.....	.....	50.4	.0325	15.6	95,237	.0630	23,219	15,678	5,242	16,140	3,531	35,783	85,140	.0386	1,689	5,458	.0447	138
Muskegon Heights	.....	.....	19.8	.0128	5.6	23,998	.0158	7,926	830	1,548	4,731	993	*	32,832	.0149	1,658	5,863	.0147	115
Newaygo	D5	.....	22.1	.0143	6.6	17,237	.0114	5,071	604	689	2,387	468	.....	19,708	.0090	892	2,986	.0108	76
Oakland	F6	41	424.9	.2742	118.1	421,792	.2789	114,543	38,400	18,165	101,650	13,351	.....	664,528	.3015	1,564	5,627	.2893	106
Pontiac	.....	.....	76.9	.0496	21.3	127,259	.0842	32,282	20,432	7,560	25,448	3,944	25,358	117,879	.0535	1,533	5,534	.0619	125

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 25.

To help you figure sales potentials by territories and sections, a cross index to states in the same geographic areas is provided at the beginning of each state table, alongside the state name.



* A timely note for inventory-moving sales planners!

A MARKET BIGGER THAN ANY ONE OF 36 ENTIRE STATES

Annual effective buying income over 3½ Billion Dollars

—Sales Management Survey of Buying Power

SATURATION "home-delivered" circulation through eight great Booth Newspapers

TOTAL A.B.C. NET PAID
410,746 UP 12,095
IN A YEAR

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JACKSON CITIZEN PATRIOT · MUSKEGON CHRONICLE · BAY CITY TIMES · ANN ARBOR NEWS

Cover this $171,491,000 retail market with Michigan's Fastest-Growing Daily

Royal Oak is the shopping hub for high-income communities in south Oakland County. Royal Oak's income averages $2,112 per capita . . . Ferndale's $1,987 . . . Hazel Park's $1,564 . . . the county's $1,533.

Income in the Royal Oak market totals $280,102,800 . . . total retail sales volume is $171,491,100.

The Daily Tribune . . . with more than 108% circulation increase in ten years . . . is read in 95% of Royal Oak homes . . . in more than 13,500 *additional* homes in south Oakland.

THE DAILY TRIBUNE

South Oakland's Only Daily

ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

Over 25,018 Evening

MICHIGAN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Royal Oak			50.6	.0327	14.2	62,517	.0413	13,885	8,083	3,562	13,436	2,356	10,301	106,858	.0484	2,112	7,525	.0431	132
Ferndale			32.0	.0207	9.1	47,228	.0312	11,577	4,342	1,739	19,176	955	*	63,569	.0289	1,987	6,986	.0279	135
Birmingham			16.7	.0107	5.1	30,712	.0203	7,475	906	1,824	12,384	1,988	1,667	44,401	.0201	2,659	8,706	.0183	171
Hazel Park			19.2	.0124	5.2	15,961	.0106	7,349	416	727	2,078	784	1,398	30,028	.0136	1,564	5,775	.0124	100
Oceana	D5		16.6	.0108	4.9	13,416	.0089	3,827	630	217	2,246	393		16,093	.0073	969	3,284	.0085	79
Ogemaw	F4		9.5	.0061	2.8	10,528	.0069	2,990	696	298	2,135	315		15,606	.0071	1,643	5,574	.0068	111
Ontonagon	A1		10.4	.0067	3.0	9,108	.0061	2,365	1,419	*	1,390	166		11,386	.0051	1,095	3,795	.0057	85
Osceola	E5		14.2	.0092	4.0	12,291	.0081	3,219	468	403	2,108	310		13,987	.0064	985	3,497	.0075	82
Oscoda	F4		3.3	.0021	1.0	2,338	.0015	1,009	55	*	72	77		3,511	.0016	1,064	3,511	.0017	81
Otsego	E3		6.5	.0042	1.7	6,998	.0047	1,739	225	193	1,200	82		10,266	.0046	1,579	6,039	.0046	110
Ottawa	D6		76.8	.0496	22.3	79,293	.0524	19,204	3,604	4,698	14,375	2,340		111,683	.0507	1,454	5,008	.0510	103
Holland			16.4	.0106	5.0	29,088	.0192	6,133	1,816	2,556	7,396	1,147	10,565	23,849	.0109	1,454	4,770	.0133	125
Grand Haven			9.9	.0064	3.4	16,860	.0112	4,450	820	851	3,608	651	2,031	14,867	.0067	1,502	4,373	.0080	125
Presque Isle	F3		12.1	.0078	3.1	9,947	.0066	3,180	608	187	1,553	225		11,731	.0053	970	3,784	.0062	79
Roscommon	E4		6.3	.0041	2.1	8,710	.0057	2,675	288	117	887	354		8,770	.0040	1,392	4,176	.0045	110
Saginaw	F5	119	159.0	.1026	44.8	163,059	.1079	41,760	16,428	7,082	28,764	5,485		243,727	.1106	1,533	5,440	.1082	105
▲Saginaw			96.2	.0621	27.9	131,657	.0870	33,685	15,535	6,352	21,686	4,708	90,878	158,023	.0717	1,643	5,664	.0744	120
St. Clair	G6		95.2	.0614	27.7	105,044	.0694	28,602	8,863	4,117	19,942	2,863		139,920	.0635	1,470	5,051	.0649	106
Port Huron			37.1	.0240	11.3	66,979	.0443	17,277	7,201	3,394	12,708	1,892	*	67,897	.0308	1,830	6,009	.0335	140
St. Joseph	D7		36.0	.0233	11.4	42,080	.0278	10,221	3,091	2,467	8,056	1,195		50,672	.0229	1,408	4,445	.0245	105
Sturgis			8.1	.0052	2.6	13,946	.0092	3,265	1,530	1,014	2,115	500	5,777	12,795	.0058	1,580	4,921	.0067	129
Sanilac	G5		31.4	.0202	9.2	29,795	.0197	7,544	1,364	878	7,168	701		38,799	.0177	1,236	4,217	.0188	93
Schoolcraft	D2		9.2	.0060	2.7	9,489	.0063	3,136	740	298	1,605	126		14,960	.0067	1,626	5,541	.0064	107
Shiawassee	F6		47.3	.0305	14.0	48,501	.0321	12,955	4,665	2,465	10,776	1,333		68,048	.0309	1,439	4,861	.0312	102
Owosso			16.4	.0106	5.1	29,141	.0193	7,664	4,327	1,656	6,619	731	3,963	27,449	.0125	1,674	5,382	.0141	133
Tuscola	F5		39.3	.0254	10.9	35,305	.0233	9,047	2,049	1,465	7,688	855		47,950	.0218	1,220	4,399	.0230	91
Van Buren	D7		40.1	.0259	12.9	40,978	.0271	12,394	1,359	1,121	6,170	1,261		58,313	.0264	1,454	4,520	.0265	102
South Haven			5.7	.0036	2.4	12,610	.0084	3,769	516	432	3,448	468	2,739	9,983	.0045	1,751	4,160	.0055	153
Washtenaw	F7		140.0	.0903	36.5	159,234	.1053	40,673	10,385	7,091	29,573	7,396		236,499	.1073	1,689	6,479	.1033	114
Ann Arbor			49.6	.0321	12.2	83,308	.0550	17,983	7,996	4,956	13,494	4,769	21,344	97,059	.0440	1,957	7,956	.0449	140
Ypsilanti			19.0	.0122	5.2	33,576	.0222	7,593	1,112	1,356	8,768	1,836	2,865	28,534	.0129	1,502	5,487	.0155	127
Wayne	F7	41	2,496.3	1.6114	701.6	3,257,650	2.1540	705,640	464,090	151,410	758,601	133,647		4,684,946	2.1256	1,877	6,678	2.0313	126
▲Detroit			1,904.0	1.2291	532.2	2,624,683	1.7355	549,377	400,427	125,153	601,020	111,130	1,542,338	3,425,379	1.5541	1,799	6,436	1.5435	126

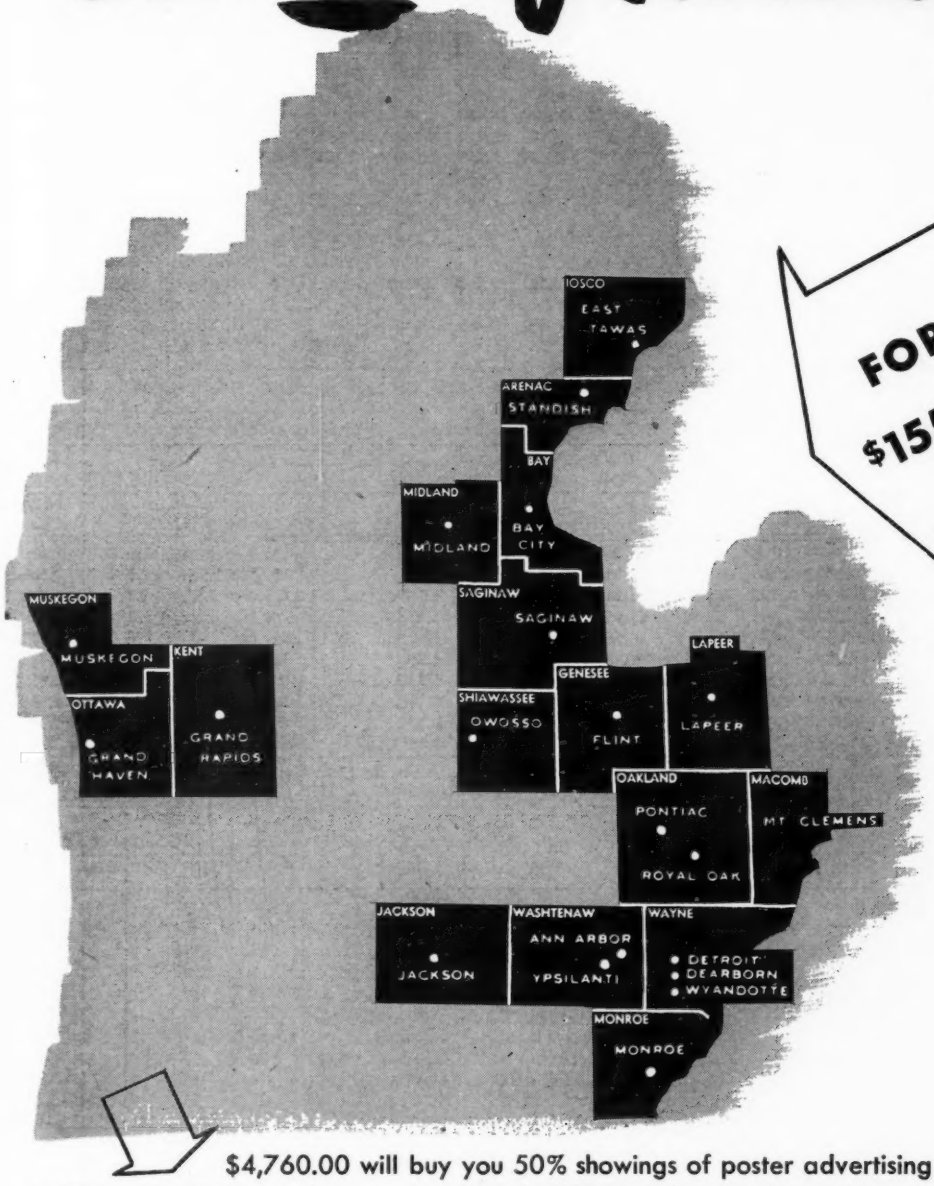
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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See pages 1 and 3 for sources of *Survey* data.

Sell ¾ of Michigan



FOR ONLY $155 PER DAY

$4,760.00 will buy you 50% showings of poster advertising space for a full 30 days in 56 key Michigan markets . . . comprised of 120 separate cities and towns.

You'll get a continuous strongly localized selling campaign in the 17 of Michigan's 83 counties which accounted for nearly 75% of these $7½ billion retail sales made in the entire State in 1951.*

For only $155.00 per day you'll secure big retentive impact that will reach all your prospects in the real pocketbook points in Michigan.

*BASED ON FIGURES COPR. 1952. SALES MANAGEMENT SURVEY OF BUYING POWER: FURTHER REPRODUCTION NOT LICENSED

SINCE 1885

WALKER & CO.

88 CUSTER AVENUE DETROIT 2

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS

MICHIGAN— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Dearborn			98.5	.0636	27.9	128,573	.0851	29,286	19,759	6,496	32,979	3,815	35,454	212,609	.0965	2,158	7,620	.0865	136
Highland Park			48.1	.0310	15.1	100,948	.0667	16,129	20,776	4,317	30,717	4,121	*	99,290	.0450	2,064	6,532	.0487	157
Hamtramck			45.0	.0291	12.4	70,803	.0468	14,542	8,321	7,099	12,922	2,127	*	62,641	.0284	1,392	5,052	.0340	117
Wyandotte			38.3	.0247	10.8	52,022	.0344	11,687	9,427	2,304	13,413	1,942	12,702	61,686	.0280	1,611	5,712	.0292	118
Lincoln Park			30.6	.0197	8.5	27,127	.0180	9,108	1,021	1,727	7,158	1,188	2,015	50,265	.0228	1,643	5,914	.0207	105
River Rouge			21.1	.0137	5.7	22,803	.0150	6,465	471	953	8,981	997	*	32,016	.0146	1,517	5,617	.0145	106
Wayne			9.8	.0063	2.6	19,497	.0129	4,295	944	996	7,105	772	1,167	16,707	.0075	1,705	6,426	.0089	141
Plymouth			6.9	.0044	2.1	15,203	.0101	3,553	642	886	5,667	437	620	11,870	.0054	1,720	5,652	.0066	150
Grosse Pointe			6.6	.0043	1.8	15,011	.0099	6,630	708	470	.....	1,085	*	21,882	.0099	3,315	12,157	.0088	205
Grosse Pointe Park			13.5	.0087	4.0	15,011	.0099	1,994	237	203	10,248	428	*	36,104	.0164	2,674	9,026	.0129	148
Ecorse			18.2	.0118	4.7	14,262	.0095	5,004	708	80	4,168	443	79	28,181	.0128	1,548	5,996	.0116	98
Wexford	D4		19.0	.0123	5.6	20,828	.0138	5,022	2,284	1,361	3,405	671	.....	26,744	.0121	1,408	4,778	.0127	103
Cadillac			10.7	.0069	3.2	16,189	.0107	3,997	2,008	1,225	2,482	427	4,845	15,726	.0071	1,470	4,914	.0081	117
Total Above Cities			**3,818.5**	**2.4649**	**1,095.6**	**5,698,928**	**3.7683**	**1,284,904**	**758,897**	**290,453**	**1269,312**	**225,559**	**2,433,179**	**6,759,144**	**3.0665**	**1,770**	**6,169**	**3.1556**	**128**
State Total			**6,590.3**	**4.2539**	**1,876.5**	**7,527,122**	**4.9771**	**1,830,337**	**827,618**	**337,734**	**1600,387**	**274,466**	.....	**10,611,700**	**4.8145**	**1,610**	**5,655**	**4.7512**	**112**
Per Capita Sales						1,142	.....	278	126	51	243	42	.....	.....	.....	.....	.....	.....	.....
Per Family Sales						4,011	.....	975	441	180	853	146	.....	.....	.....	.....	.....	.....	.....

MICHIGAN— SM Standard Metropolitan County Areas

△Battle Creek		165	126.5	.0817	36.4	147,146	.0973	37,368	13,098	6,644	29,601	5,546	.....	185,923	.0844	1,470	5,108	.0877	107
Bay City		14	91.7	.0592	25.7	95,702	.0633	24,054	10,900	6,059	14,260	3,298	.....	130,499	.0592	1,423	5,078	.0604	102
Detroit		41	3,123.4	2.0162	874.2	3,833,635	2.5349	867,300	504,620	173,752	894,750	152,283	.....	5,621,513	2.5505	1,800	6,430	2.4390	121
Flint		48	281.3	.1816	81.0	315,840	.2088	78,807	27,615	15,190	71,720	11,553	.....	462,076	.2097	1,643	5,705	.2038	112
Grand Rapids		54	298.6	.1927	89.0	356,757	.2359	85,272	45,998	18,666	58,328	15,871	.....	429,582	.1949	1,439	4,827	.2068	107
Jackson		64	111.6	.0721	32.0	128,150	.0848	31,280	12,980	5,572	24,273	4,901	.....	186,789	.0847	1,674	5,837	.0822	114
Kalamazoo		68	132.2	.0853	38.6	148,894	.0984	35,112	12,535	8,568	27,416	6,100	.....	225,377	.1023	1,705	5,839	.0977	115
Lansing		73	182.2	.1176	52.4	233,571	.1545	56,994	27,120	9,190	53,390	7,197	.....	327,785	.1487	1,799	6,255	.1442	123
△Muskegon		177	127.0	.0820	36.9	147,858	.0978	43,200	16,986	6,976	26,112	5,294	.....	202,571	.0919	1,595	5,490	.0917	112
Saginaw		119	159.0	.1026	44.8	163,059	.1079	41,760	16,428	7,082	28,764	5,485	.....	243,727	.1106	1,533	5,440	.1082	105

MINNESOTA — Counties and Cities —

(Other West North Central States: Iowa, p. 294; Kansas, p. 306; Missouri, p. 381; Nebraska, p. 397; North Dakota, p. 464; South Dakota, p. 532.)

Minnesota state map—page 372 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D	City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Albert Lea	Freeborn	13.8	45	10	12	18	5	Minneapolis	Hennepin	529.7	1,634	119	244	200	236
Alexandria	Douglas	6.4	26	3	7	14	5	Montevideo	Chippewa	5.5	19	6	10	15	3
Austin	Mower	23.7	58	7	16	20	5	Moorhead	Clay	15.3	33	3	6	10	4
Bemidji	Beltrami	10.0	32	5	9	14	4	New Ulm	Brown	9.4	25	6	10	11	6
Brainerd	Crow Wing	12.8	47	9	13	24	5	Owatonna	Steele	10.3	24	8	11	12	4
Crookston	Polk	7.5	21	5	7	8	3	Pipestone	Pipestone	5.3	21	4	4	12	2
Detroit Lakes	Becker	5.8	26	5	9	11	4	Red Wing	Goodhue	10.8	27	5	10	14	6
Duluth	St. Louis	105.7	413	26	57	57	33	Rochester	Olmsted	30.5	63	7	24	25	9
Fairmont	Martin	8.3	25	8	10	13	5	South St. Paul	Dakota	16.6	52	4	8	16	4
Faribault	Rice	16.4	40	5	10	13	5	St. Cloud	Stearns	29.0	54	9	14	27	6
Fergus Falls	Otter Tail	13.0	27	7	11	19	4	St. Paul	Ramsey	315.8	886	81	116	107	120
Grand Rapids	Itasca	6.0	24	3	2	17	3	Stillwater	Washington	8.0	33	3	7	11	2
Hibbing	St. Louis	16.4	67	8	13	16	5	Thief River Falls	Pennington	7.0	21	5	3	14	3
Hopkins	Hennepin	6.9	14	1	4	5	3	Virginia	St. Louis	12.5	49	8	9	20	4
Little Falls	Morrison	6.8	25	3	9	17	3	Willmar	Kandiyohi	9.6	28	6	8	18	3
Mankato	Blue Earth	19.2	49	10	20	21	6	Winona	Winona	25.6	81	12	18	.....	.....
Marshall	Lyon	6.0	18	5	7	16	3	Worthington	Nobles	8.1	26	6	7	14	3

Aitkin	D4		14.2	.0092	4.3	9,128	.0060	2,574	1,310	131	1,188	187	.....	10,242	.0046	721	2,382	.0058	63
Anoka	D6	89	38.3	.0247	10.3	14,401	.0096	4,931	812	453	2,590	456	.....	21,832	.0100	570	2,120	.0127	51
Becker	B4		24.9	.0161	6.8	17,228	.0113	3,448	2,231	910	3,253	293	.....	18,611	.0084	747	2,737	.0108	67
Detroit Lakes			5.8	.0037	1.7	12,283	.0081	1,796	1,801	910	2,794	183	1,784	5,285	.0024	911	3,109	.0044	119
Beltrami	B2		25.2	.0162	7.1	21,650	.0144	4,727	1,584	718	4,146	633	.....	20,423	.0093	810	2,876	.0122	75
Bemidji			10.0	.0065	3.1	17,497	.0116	3,161	1,159	675	3,516	497	5,091	8,357	.0038	836	2,696	.0067	103
Benton	C8		16.1	.0104	4.1	13,539	.0089	3,310	613	58	1,343	194	.....	13,860	.0062	861	3,380	.0079	76
1St. Cloud																			
Big Stone	A6		9.7	.0063	2.7	11,436	.0076	2,271	592	264	1,809	183	.....	13,015	.0060	1,342	4,820	.0065	103
Blue Earth	D8		39.0	.0251	11.2	51,191	.0338	8,196	6,293	3,110	12,927	1,057	.....	53,838	.0244	1,380	4,807	.0274	109
Mankato-North Mankato			*24.1*	*.0156*	*6.8*	*43,763*	*.0289*	*6,401*	*6,281*	*3,082*	*11,624*	*923*	*	*39,620*	*.0180*	*1,644*	*5,886*	*.0208*	*33*
Mankato			19.2	.0124	5.5	40,699	.0269	5,276	6,134	2,963	11,624	896	*	31,605	.0143	1,646	5,746	.0177	143
Brown	C8		26.4	.0170	7.5	28,255	.0187	5,577	1,970	1,927	4,719	819	.....	27,410	.0124	1,038	3,655	.0152	89
New Ulm			9.4	.0061	2.9	14,810	.0098	2,593	1,375	1,146	3,134	415	*	11,191	.0051	1,191	3,859	.0067	110
Carlton	D5		24.9	.0161	6.7	18,440	.0122	6,168	2,037	552	3,311	414	.....	21,749	.0099	873	3,246	.0118	73
Carver	D7		18.6	.0120	5.2	14,684	.0097	2,305	1,248	492	2,468	387	.....	19,546	.0089	1,051	3,759	.0098	82
Cass	C4		19.2	.0124	5.4	11,313	.0075	3,445	594	69	1,778	365	.....	12,638	.0057	658	2,340	.0076	61

1 St. Cloud is in Benton, Sherbourne and Stearn Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

millions listen!





millions buy!



WJR

the

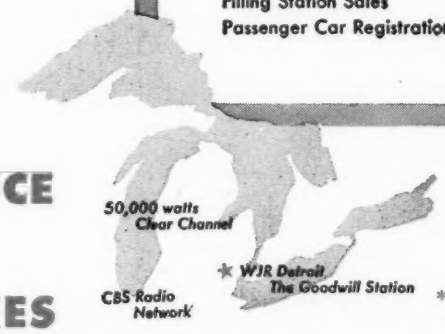
GREAT VOICE

of the

GREAT LAKES

WJR Market Data*

	(WJR Primary Coverage Area in Michigan, Ohio, Indiana, and Pennsylvania)	WJR Share of Total U. S. Market
Population	12,601,300	08.3%
Radio Homes	3,785,540	08.6%
Retail Sales	$13,613,431,000	09.3%
Food Sales	$ 3,266,766,000	09.4%
Drug Sales	$ 464,447,000	10.3%
Filling Station Sales	$ 739,614,000	10.1%
Passenger Car Registrations	4,116,934	10.2%
Greater Detroit Market (Wayne, Macomb and Oakland Counties)		
Population	2,991,200	01.9%
Radio Homes	856,640	01.9%
Retail Sales	$ 3,550,832,000	02.4%
Food Sales	$ 804,135,000	02.3%
Drug Sales	$ 153,060,000	03.4%
Filling Station Sales	$ 174,774,000	02.3%
Passenger Car Registrations	1,007,627	02.5%



*Complete coverage and market data booklet available on request.

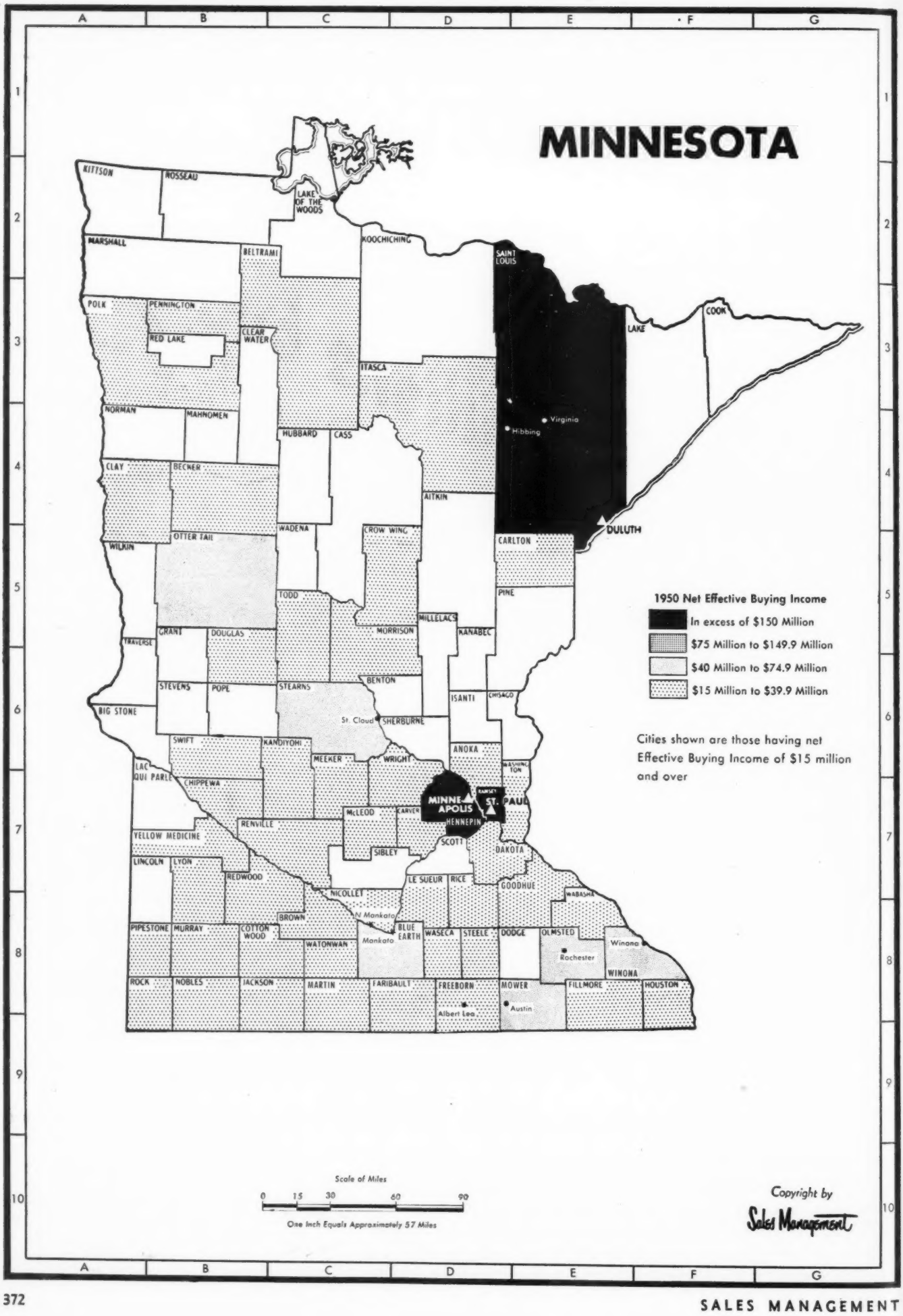
These statistics offer concrete evidence of the rich sales potential in the WJR primary coverage area. In addition to these United States market figures, the powerful WJR signal covers a Canadian population of 2,667,000 with 721,900 radio homes. To sell in this great market, be sure to use WJR, the most influential radio voice in this area.

Remember . . . first they listen . . . then they buy!



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Represented Nationally by Edward Petry & Company

Radio—America's Greatest Advertising Medium


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PENNINGTON
RED LAKE
CLEAR WATER
ITASCA
Virginia
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GOODHUE
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COTTONWOOD
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WASECA
STEELE
DODGE
OLMSTED
Rochester
Winona
WATONWAN
Mankato
WINONA
ROCK
NOBLES
JACKSON
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
Albert Lea
Austin
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
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KSTP Top o' Hea With Two Firsts

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KSTP Is Tops In Aud. Sales Of Net Clears

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"PLANALYZED PROMOTION" is the GREATEST

KSTP's own, thorough-going method of merchandising and promoting your KSTP radio and TV campaign. First comes the analysis of your particular sales problems in the great KSTP Market—one of America's "Big Ten." Then—and only then—comes the promotion plan. Thus —KSTP's exclusive Planalyzed Promotion!

Outstanding Sales Promotion

KSTP, Minneapolis

KSTP sales promotion in the past year was unabashed, brisk, lively, and dignified at the same time—a neat trick if you can do it, and this one did. Not ashamed o... growing a bit of corn in the pres... the station grew some tall stand... of profits as a result. Direct ma... followed the same line in son... instances (including pop-up fig... folders), but was smart enough... go conservative on the other sid... the ledger. Program schedu... mailed bi-weekly, were front... ered with restrained institut... advertising. Dignified appro... backed up by factual info, was... dent in the station's present... folders to agencies and cl... KSTP termed its method of... chandising and promoting a c... program "planalyzed promo... and VARIETY deems it well r...

Selling the client first is o... selling the listeners may... obvious. Only KSTP kep... the idea with more effort... agination than most.

For countless sponsors... ard Oil, Camel cigarets, ... cup cakes, Arrid, Durkee'... Foods (shortening), Kellog... KSTP got behind its pro... sponsors and pushed ... audiences, more profits ... will for all concerned... traffic points in the dow... tie-in window display... ranged for both local a... advertisers. Fan magazines were... not neglected either. Trade press... ads plugging the station's person... alities; film trailers, shopping... bags for studios visitors (an idea... this observer thinks too long over... looked by both ad mediums ... advertisers alike); talks like "W... Makes a Radio Network Ti... added up to 53 presentations ... fore civic, club and social gro... courtesy spot announcemen... nearly 3,000. Reaction from... lighted and generally surp... sponsors was hefty.

KSTP television promotion... ed the same all-out plan ... being in March o... cabs, button... Televis... car...

KSTP buckshot ... Minneapolis-St. Paul ... sic information files m... fically for advertisers ... ncies, a Junior Golf A... which gave youngsters ... ee golfing lessons if r... besides the usual run ... ing endeavors, includ... schedule of newspap... s and publicity ... in ma...

calls, (9) special conferences, (10) stunts

...KSTP sales promotion in the KSTP television promotion fol... past year was unabashed, brisk, owed the same all-out plan when... lively, and dignified at the same came into being in March of '48. ... time—a neat trick if you can do it, lumper strips on cabs, buttons for ... time—a neat trick if you can do it, ids reading "KSTP Television is ... Not ashamed of ere," sky writing, car cards, di...

congrat ads in ... the amount of promo... It wasn't the amount of promotion that impressed either sponsors or VARIETY. It was year-round consistency and quality. Taking a leaf from one sponsor's comment that "this looks like a cooked-up job," VARIETY posts a P.S. that Joe and KSTP are cooking with gas.

...tion" s... KSTP-... the Tw... thoro a... particu... beginn... work. ... a spe...

WEST COP... AUDIENCE

KSTP-TV First, The...

NEW YORK, March 24.—Giving the lie to the much-touted supremacy of Eastern TV operations, the three video toppers in the audience sales promotion division of The Billboard's 13 Annual Radio and Television Promotion Competition all hail from points west of Radio City.

First place went to KSTP-TV, Minneapolis-St. Paul; second to KDYL, Salt Lake City, and WLW-C, Cincinnati came in third. Although they didn't win, votes were also cast for KGO-TV, San Francisco; KFIL-TV, Philadelphia; KSL-TV, Salt Lake City, and WNBT, New York.

All three entries were characterized by outstanding display material, both artwork and copy. KSTP-TV led the trio in this field by utilizing the "Planalyzed Promotion" system, which helped put KSTP-AM over with advertiser and Twin Cities outlet made a thoro analysis of each advertiser's particular sales problems before spinning the actual promotion. This info was packaged in a special promotion presentation with every gimmick specifically tailored to match the client's individual sales needs.

The station used its own promotion department to design and execute a variety of exclusive-style promotion material for each sponsor, including various display posters and merchandising tie-up gimmicks. In addition to this, the promotion department suggested and followed through on a giant tie-up with the Appliance Dealers' As... Central...

Promotion Competition

AUDIENCE SALES PROMOTION

50,000-Watt Stations
1ST KSTP, Minneapolis
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom. Mgr.

Television Stations
1ST KSTP-TV, Minneapolis
Stanley Hubbard, Gen. Mgr.
Joseph C. Cook, Prom. Mgr.

NEW YORK, Feb. 18.—K S T P, Minneapolis, walked off with the laurels in the audience-sales category for clear channel network affiliates in *The Billboard's* 12th Annual Radio and Television Promotion Competition. Second place went to K...

14 REPEATERS COP AWARDS FOR SECOND YEAR IN ROW

NEW YORK, March 24.—Fourteen stations ... In this year's promotion ...

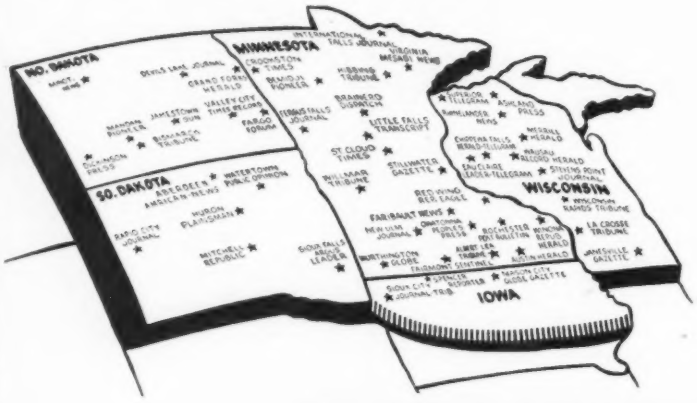
Outstanding Sales Promotion



50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KSTP
MINNEAPOLIS . . . ST. PAUL

These top advertisers chose HOMETOWN DAILIES...



Procter & Gamble, General Motors, Lever Bros., Colgate-Palmolive-Peet, General Electric, R. J. Reynolds, Ford, Chrysler, Philip Morris, Pillsbury, Seagrams, Schenley . . . and many others backed their retailers with over 32,000,000 lines of national advertising in these dailies last year. Both large and small companies furnished this *sales-clinching impact* directly in that part of this major market where at least *two-thirds of the sales* are made . . . Both market-cracking and market-holding linage formulas were used . . . For linage breakdowns, merchandising assistance, market information, and other services contact Ray C. Rode, Exec. Sec'y.

NORTHWEST DAILY PRESS ASSOCIATION
PALACE BUILDING MINNEAPOLIS 1, MINN.

MINNESOTA
Albert Lea Tribune
Austin Herald
Bemidji Pioneer
Brainerd Dispatch
Crookston Times
Fairmont Sentinel
Faribault News
Fergus Falls Journal
Hibbing Tribune
International Falls Journal
Little Falls Transcript
New Ulm Journal
Owatonna People's Press
Red Wing Republican Eagle
Rochester Post-Bulletin
St. Cloud Times
Stillwater Gazette
Virginia Mesabi News
Willmar Tribune
Winona Republican-Herald
Worthington Globe

SOUTH DAKOTA
Aberdeen American-News
Huron Huronite & Plainsman
Mitchell Republic
Rapid City Journal
Sioux Falls Argus-Leader
Watertown Public Opinion

NORTH DAKOTA
Bismarck Tribune
Devils Lake Journal
Dickinson Press
Fargo Forum
Grand Forks Herald
Jamestown Sun
Mandan Pioneer
Minot News
Valley City Times-Record

WISCONSIN
Ashland Press
Chippewa Falls Herald-Telegram
Eau Claire Leader-Telegram
Janesville Gazette
La Crosse Tribune
Merrill Herald
Rhinelander News
Stevens Point Journal
Superior Telegram
Wausau Record-Herald
Wisconsin Rapids Tribune

IOWA
Mason City Globe-Gazette
Sioux City Journal-Tribune
Spencer Reporter

MINNESOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Chippewa	B7		16.9	.0109	4.9	20,104	.0133	3,134	1,766	897	5,357	320	.....	19,464	.0088	1,152	3,972	.0106	97
Montevideo			5.5	.0035	1.6	14,046	.0093	2,190	1,396	916	4,317	244	1,969	9,400	.0043	1,709	5,875	.0056	160
Chisago	D6		12.8	.0082	3.9	8,838	.0058	1,950	466	280	1,689	224	.....	11,018	.0050	861	2,825	.0059	72
Clay	A4		31.2	.0202	8.3	35,567	.0235	9,784	953	1,595	6,341	522	.....	30,428	.0138	975	3,666	.0180	89
Moorhead			15.3	.0099	4.1	25,576	.0169	7,568	286	1,063	5,298	396	*	15,500	.0070	1,013	3,780	.0105	106
Clearwater	B3		10.3	.0066	2.9	7,369	.0049	1,416	879	211	998	176	.....	6,001	.0027	583	2,069	.0041	62
Cook	F3		2.9	.0019	.9	2,562	.0017	935	70	.....	210	40	.....	3,452	.0016	1,190	3,836	.0017	89
Cottonwood	B8		16.1	.0104	4.7	16,380	.0108	3,302	768	550	4,085	325	.....	21,601	.0098	1,342	4,596	.0102	98
Crow Wing	C5		31.2	.0201	9.5	33,356	.0221	8,765	2,888	1,180	7,039	733	.....	28,431	.0129	911	2,993	.0171	85
Brainerd			12.8	.0082	3.9	24,604	.0163	5,924	2,674	775	6,292	547	*	13,128	.0060	1,026	3,366	.0095	116
Dakota	D7	89	51.1	.0330	13.7	36,312	.0240	7,727	1,122	1,634	9,359	1,111	.....	43,990	.0200	861	3,211	.0238	72
South St. Paul			16.6	.0108	4.6	16,746	.0110	3,381	169	647	6,755	414	75,396	14,291	.0064	861	3,107	.0086	80
Dodge	E8		12.8	.0083	3.6	9,192	.0061	2,383	249	212	1,436	187	.....	12,644	.0057	988	3,512	.0063	76
Douglas	B5		21.6	.0139	6.3	22,204	.0147	4,629	890	809	4,021	426	.....	21,338	.0097	988	3,387	.0120	86
Alexandria			6.4	.0041	2.0	14,411	.0096	2,526	584	708	3,712	342	2,625	6,726	.0031	1,051	3,363	.0052	127
Faribault	D8		24.1	.0156	6.9	24,420	.0161	4,480	1,575	1,084	3,948	562	.....	32,942	.0149	1,367	4,774	.0154	99
Fillmore	E8		24.7	.0159	7.3	21,786	.0144	4,297	703	643	3,370	499	.....	25,023	.0114	1,013	3,428	.0132	83
Freeborn	D8		35.2	.0227	10.2	35,298	.0234	6,528	4,921	749	6,044	550	.....	38,322	.0174	1,089	3,757	.0203	89
Albert Lea			13.8	.0089	4.3	25,949	.0171	4,755	4,176	641	5,389	509	*	18,167	.0082	1,316	4,225	.0110	124
Goodhue	E7		32.7	.0212	9.7	34,777	.0230	6,250	2,559	1,383	6,365	675	.....	35,599	.0161	1,089	3,670	.0192	91
Red Wing			10.8	.0070	3.4	15,854	.0105	2,869	1,277	907	3,663	356	2,519	13,401	.0061	1,241	3,941	.0076	109
Grant	B5		9.6	.0061	2.8	9,237	.0061	1,603	689	151	1,606	174	.....	9,847	.0045	1,026	3,517	.0053	87
Hennepin	D7	89	692.4	.4470	210.2	834,538	.5518	171,495	162,604	42,471	148,761	27,578	.....	1,288,772	.5847	1,861	6,131	.5473	122
▲Minneapolis			529.7	.3419	164.6	764,357	.5054	148,316	161,454	41,329	140,205	25,535	1,272,362	1,005,964	.4564	1,899	6,112	.4482	131
Hopkins			6.9	.0045	2.0	11,745	.0078	3,397	37	291	3,662	256	.....	10,924	.0050	1,583	5,462	.0057	127

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.



At this time... only 5

cities in the United States* have Sunday newspapers with larger circulations than the

Minneapolis Sunday Tribune

...more than **615,000** *in the Upper Midwest*



* *New York*
Chicago
Los Angeles
Philadelphia
Boston

Minneapolis Star and Tribune

EVENING — MORNING AND SUNDAY

MORE THAN 615,000 SUNDAY · 485,000 DAILY

John Cowles, *President*

MINNESOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Houston	F8		14.6	.0094	4.2	10,998	.0073	2,537	127	282	2,634	185		14,607	.0066	1,000	3,478	.0074	79
Hubbard	C4		11.2	.0073	3.3	7,918	.0052	2,320	226	191	1,224	146		8,653	.0040	773	2,622	.0050	68
Isanti	D6		12.2	.0078	3.3	8,665	.0057	1,813	818	314	1,578	231		8,492	.0038	696	2,573	.0052	67
Itasca	C3		33.7	.0218	9.7	28,646	.0190	8,588	1,816	468	6,609	569		29,861	.0136	886	3,078	.0169	78
Grand Rapids			6.0	.0038	1.8	13,397	.0088	2,968	632	105	4,400	293	3,735	6,910	.0031	1,152	3,839	.0049	129
Jackson	B8		16.5	.0106	4.7	14,978	.0099	2,588	550	450	3,188	291		21,099	.0095	1,279	4,489	.0098	92
Kanabec	D5		9.4	.0061	2.7	6,712	.0044	1,342	356	119	1,601	250		6,306	.0029	671	2,336	.0040	66
Kandiyohi	C6		29.2	.0189	7.9	29,360	.0194	5,501	2,723	1,202	5,840	562		29,949	.0136	1,026	3,791	.0164	87
Willmar			9.6	.0062	3.1	19,643	.0130	4,024	2,051	1,119	5,163	442	*	13,494	.0061	1,406	4,353	.0082	132
Kittson	A2		9.6	.0061	2.8	7,978	.0053	846	1,056	350	650	120		11,429	.0052	1,191	4,082	.0054	89
Koochiching	C2		17.1	.0111	5.0	14,916	.0099	4,021	1,115	576	3,138	383		14,506	.0065	848	2,901	.0084	76
Lac Qui Parle	A6		14.6	.0094	4.1	12,773	.0084	2,286	489	581	2,329	207		14,422	.0066	988	3,518	.0077	82
Lake	F3		8.0	.0052	2.6	6,317	.0042	1,900	659	130	946	82		10,834	.0049	1,354	4,167	.0048	92
Lake of the Woods	C2		4.8	.0031	1.4	3,581	.0023	679	120	95	528	40		3,160	.0014	658	2,257	.0020	65
Le Sueur	D7		19.4	.0125	5.8	17,209	.0114	3,132	824	918	3,813	348		17,923	.0082	924	3,090	.0100	80
Lincoln	B7		10.3	.0066	2.9	8,704	.0058	1,413	714	235	1,765	185		10,045	.0045	975	3,464	.0053	80
Lyon	B7		22.6	.0146	6.5	29,694	.0196	5,303	1,847	1,236	6,481	587		24,889	.0113	1,101	3,829	.0145	99
Marshall			6.0	.0039	1.7	12,971	.0086	2,556	916	624	3,236	331	5,621	7,824	.0036	1,304	4,602	.0051	131
McLeod	C7		22.6	.0146	6.5	24,068	.0159	3,982	1,500	1,030	3,532	475		24,604	.0112	1,089	3,785	.0133	91
Mahnoman	B4		7.0	.0045	1.7	4,374	.0029	844	228	52	679	80		3,991	.0018	570	2,348	.0027	60
Marshall	A2		16.2	.0105	4.4	11,346	.0075	2,160	802	35	2,208	167		14,762	.0067	911	3,355	.0077	73
Martin	C8		26.0	.0168	7.5	26,609	.0176	4,387	3,474	1,558	5,905	610		36,875	.0167	1,418	4,917	.0170	101
Fairmont			8.3	.0054	2.7	17,959	.0119	2,857	3,005	1,103	4,227	363	*	14,813	.0067	1,785	5,486	.0080	148
Meeker	C6		19.2	.0124	5.4	17,008	.0113	3,385	600	738	3,697	340		19,451	.0088	1,013	3,602	.0103	83
Mille Lacs	D5		15.3	.0098	4.4	13,769	.0091	2,772	1,263	318	2,425	269		14,135	.0065	924	3,213	.0079	81
Morrison	C5		26.0	.0168	6.8	18,799	.0124	4,078	1,454	582	3,296	320		18,098	.0082	696	2,661	.0112	67
Little Falls			6.8	.0043	1.8	10,999	.0073	2,147	506	455	2,636	229	1,887	5,082	.0023	747	2,823	.0042	98
Mower	E8		43.5	.0281	12.2	43,839	.0290	8,592	2,329	2,513	7,519	942		57,816	.0262	1,329	4,739	.0274	98
Austin			23.7	.0153	6.9	31,589	.0208	6,632	2,053	1,830	6,876	831	5,729	32,396	.0147	1,367	4,695	.0166	108
Murray	B8		15.0	.0097	4.0	11,583	.0076	1,829	732	332	2,686	182		18,235	.0083	1,216	4,559	.0084	87
Nicollet	C7		21.7	.0140	5.2	12,020	.0080	3,419	605	506	1,017	290		19,501	.0088	899	3,750	.0096	68
See Mankato-North Mankato																			
Nobles	B8		22.9	.0148	6.4	27,244	.0180	4,440	2,036	1,097	4,961	397		30,436	.0138	1,329	4,756	.0153	103
Worthington			8.1	.0053	2.6	18,168	.0121	3,076	1,867	950	3,687	276	811	10,765	.0049	1,329	4,140	.0071	134
Norman	A4		13.0	.0084	3.7	10,141	.0067	2,247	575	40	1,297	158		10,700	.0049	823	2,892	.0061	73
Olmsted	E8		49.4	.0319	13.7	57,132	.0378	7,650	5,335	2,313	10,829	2,512		64,412	.0292	1,304	4,702	.0323	101
Rochester			30.5	.0197	8.6	49,964	.0330	6,382	4,937	2,134	10,110	1,927	10,989	45,180	.0205	1,481	5,253	.0241	122
Otter Tail	E5		51.7	.0333	13.9	38,780	.0256	6,350	4,718	2,163	8,231	673		44,507	.0202	861	3,202	.0244	73
Fergus Falls			13.0	.0083	3.3	19,885	.0131	2,802	2,728	1,598	6,312	264	3,562	13,661	.0062	1,051	4,140	.0087	105
Pennington	B3		13.2	.0086	3.7	16,281	.0108	2,611	1,837	407	4,923	346		16,379	.0074	1,241	4,427	.0087	101
Thief River Falls			7.0	.0046	2.1	15,117	.0100	2,308	1,837	407	4,923	346	*	9,039	.0041	1,291	4,304	.0060	130
Pine	D5		18.2	.0117	5.3	13,092	.0087	2,586	1,146	282	2,590	242		12,439	.0057	683	2,347	.0078	67
Pipestone	A8		14.2	.0092	3.9	17,247	.0114	2,679	1,132	511	3,233	215		17,800	.0080	1,254	4,584	.0093	101
Pipestone			5.3	.0034	1.6	11,834	.0079	1,707	805	341	2,870	80	*	7,851	.0036	1,481	4,907	.0048	141
Polk	A3		36.3	.0234	10.1	32,585	.0215	6,705	1,619	996	4,798	764		38,146	.0174	1,051	3,777	.0198	85
Crookston			7.5	.0048	2.1	12,630	.0083	2,112	856	607	1,860	387	5,081	9,023	.0040	1,203	4,297	.0054	113
Pope	B6		12.9	.0083	3.7	8,441	.0056	1,753	741	378	1,317	185		11,431	.0051	886	3,089	.0059	71
Ramsey	D7	69	363.8	.2349	108.8	446,985	.2955	92,432	115,605	17,836	68,112	12,550		644,698	.2925	1,772	5,928	.2819	120
▲St. Paul			315.8	.2039	95.8	430,668	.2848	87,656	115,249	17,606	66,818	12,222	380,150	567,903	.2577	1,798	5,928	.2551	125
Red Lake	B3		6.9	.0044	1.7	5,401	.0036	1,543	94	110	1,282	40		5,064	.0023	734	2,979	.0031	70
Redwood	B7		22.4	.0145	6.3	23,001	.0152	4,359	1,666	396	4,090	441		25,233	.0115	1,126	4,005	.0132	91
Renville	B7		24.3	.0157	6.7	21,611	.0143	3,961	1,028	431	5,344	346		27,680	.0125	1,139	4,131	.0137	87
Rice	D7		37.2	.0240	9.0	29,732	.0197	6,967	1,568	1,241	5,473	767		29,211	.0133	785	3,246	.0174	73
Faribault			16.4	.0106	3.8	17,184	.0113	3,780	1,230	916	3,792	446	2,266	13,498	.0061	823	3,552	.0085	80
Rock	A8		11.6	.0075	3.3	11,939	.0079	1,678	972	198	1,727	130		17,768	.0081	1,532	5,384	.0079	105
Roseau	B2		14.7	.0095	3.9	10,861	.0072	2,085	833	216	1,835	203		10,047	.0045	683	2,576	.0063	66

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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For market data on Hawaii, Puerto Rico and Alaska, see page 618

Retailers with outlets in both St. Paul and Minneapolis use full schedules of NEWSPAPER ADVERTISING in each city

RETAILER	ST. PAUL	MINNEAPOLIS
Hubert W. White, Inc.	57,717 (1)	63,529 (1)
Richman Bros	66,965 (1)	49,237 (1)
Maurice L. Rothschild & Co. (Maurice L Rothschild-Young Quinlan)	1,086,982 (1)	1,135,747 (1)
Peck & Peck	12,833 (1)	20,050 (1)
The Golden Rule (L. S. Donaldson Co.)	2,533,474 (1)	2,154,157 (1)
Snyders Drug Stores	255,365 (2)	290,621 (6)
Walgreen Co.	150,881 (3)	227,926 (10)
St. Paul House Furnishing Co. (Minneapolis House Furnishing)	346,944 (1)	214,353 (1)
Fairway Stores	83,765 (46)	88,834 (54)
National Tea Co.	287,155 (16)	356,204 (46)
W. T. Grant Co.	178,199 (1)	15,898 (1)
Burts Shoe Store	14,576 (1)	14,998 (1)

like Retailers- these SUCCESSFUL NATIONAL ADVERTISERS use full schedule advertising in each city

	ST. PAUL	MINNEAPOLIS
Admiral Television	23,738	24.634
Buick	76,674	74,923
Chevrolet	46,451	42,923
Coca Cola	26,631	26,979
Continental Baking Co. (Wonder Bread)	26,463	26,539
General Electric , (all products)	54,296	51,929
Great Northern Railway	17,386	17,062
Institute of Life Insurance	17,635	17,595
Lever Bros. (Surf)	56,010	55,918
Lucky Strike Cigarettes	22,958	22,860
National Biscuit Co. (Crackers)	18,254	18,121
Northern States Power	70,745	71,569
Philip Morris	26,521	27,560
Procter & Gamble (Cheer)	35,060	33,818
Shell Oil Co.	23,550	23.119

Source: Media Records 12 months 1951

St. Paul Dispatch
A RIDDER NEWSPAPER
Pioneer Press

RIDDER-JOHNS, INC., Representatives • New York • Chicago • Detroit • St. Paul • Minneapolis

The Twin Cities Metropolitan area ranks 12th in retail sales across the nation.

Only the St. Paul Dispatch-Pioneer Press covers the St. Paul "Half" — Ramsey and Dakota Counties.

Other Twin City dailies show a family coverage in these counties of only 3% morning, 8% evening and 19% Sunday.*

*A.B.C. . . . March 31, 1951



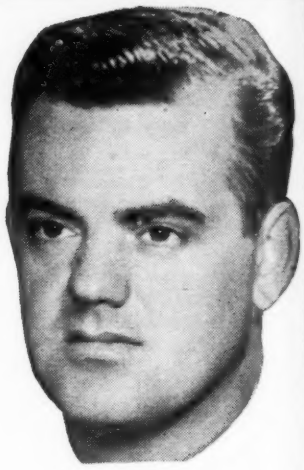
Harold Schafer, Pres. Gold Seal Co.
"KDAL's 51% BMB increase plus higher than average tune-in means continual sales growth".



Arthur Lund Radio Director of Campbell Mithun . . .
"KDAL sales results forecast BMB figures"



Edward Whitley of Badger and Browning and Hersey . . .
"KDAL an even better buy today"



James McTighe, Radio Director of Olmstead & Foley . . .
"KDAL does the job in Duluth, N. W. Wisconsin and Upper Michigan"

More for Your Money . . . on
KDAL DULUTH—SUPERIOR 5000 WATTS ON 610

MINNESOTA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
St. Louis	D2	42	208.1	.1343	63.5	211,932	.1401	54,450	24,824	10,346	42,098	5,383	.....	260,848	.1184	1,253	4,108	.1281	95
▲Duluth	.....	.....	105.7	.0682	32.1	129,140	.0854	29,851	14,996	7,639	24,512	3,865	220,863	153,909	.0699	1,456	4,795	.0742	109
Hibbing	.....	.....	16.4	.0106	5.1	23,005	.0152	5,595	2,794	1,065	6,437	542	7,109	22,417	.0101	1,367	4,395	.0117	110
Virginia	.....	.....	12.5	.0081	4.1	18,867	.0125	3,708	2,995	625	4,609	464	4,871	16,929	.0077	1,354	4,129	.0092	114
Scott	D7	.....	16.9	.0109	4.5	13,025	.0086	2,875	641	411	2,297	337	.....	14,123	.0064	836	3,138	.0080	73
Sherburne	D6	.....	10.7	.0069	2.7	5,986	.0040	1,062	253	131	1,299	83	.....	7,718	.0035	721	2,859	.0043	62
1St. Cloud																			
Sibley	C7	.....	16.1	.0104	4.4	11,915	.0078	1,673	1,395	279	1,365	267	.....	14,265	.0064	886	3,242	.0076	73
Stearns	C6	.....	71.8	.0463	16.9	69,929	.0463	12,611	11,709	2,407	12,332	1,438	.....	76,357	.0347	1,063	4,518	.0405	87
1St. Cloud	.....	.....	29.0	.0187	7.2	45,210	.0299	7,374	9,946	1,249	9,026	321	10,956	31,937	.0145	1,101	4,436	.0199	106
Steele	D8	.....	21.6	.0140	6.3	23,742	.0157	4,845	2,136	667	3,669	446	.....	22,699	.0103	1,051	3,603	.0127	91
Owatonna	.....	.....	10.3	.0066	3.1	17,578	.0116	3,097	1,867	565	2,986	346	2,241	11,603	.0053	1,127	3,743	.0074	112
Stevens	B6	.....	11.2	.0072	3.0	11,187	.0074	2,099	579	474	1,399	217	.....	11,064	.0050	988	3,688	.0062	86
Swift	B6	.....	16.2	.0105	4.5	18,933	.0125	3,385	1,543	534	3,683	237	.....	16,820	.0076	1,038	3,738	.0097	92
Todd	C5	.....	25.5	.0164	7.0	18,109	.0120	5,008	883	566	2,378	307	.....	18,714	.0085	734	2,673	.0111	68
Traverse	A5	.....	8.2	.0053	2.3	8,458	.0056	1,396	824	344	1,329	162	.....	8,203	.0037	1,000	3,567	.0046	87
Wabasha	E7	.....	17.2	.0111	4.9	15,599	.0103	3,144	889	530	1,793	266	.....	16,991	.0078	988	3,468	.0092	83
Wadena	C5	.....	12.9	.0083	3.5	14,589	.0096	2,060	1,965	404	3,375	242	.....	12,906	.0058	1,000	3,687	.0074	89
Waseca	D8	.....	15.1	.0098	4.5	14,936	.0099	2,416	816	326	2,234	324	.....	16,630	.0076	1,101	3,696	.0087	89
Washington	E6	.....	36.0	.0232	10.0	25,656	.0170	5,944	778	699	3,827	526	.....	30,537	.0138	848	3,054	.0166	72
Stillwater	.....	.....	8.0	.0052	2.5	13,593	.0090	2,965	374	579	2,282	141	3,242	6,786	.0030	848	2,714	.0052	100
Watonwan	C8	.....	14.1	.0091	4.1	14,017	.0092	2,540	895	442	2,231	371	.....	16,430	.0075	1,165	4,007	.0083	91
Wilkin	A5	.....	10.6	.0069	2.8	9,462	.0063	2,403	254	374	923	176	.....	8,724	.0039	823	3,116	.0052	75
Winona	E8	.....	40.7	.0262	11.7	39,881	.0264	8,972	4,215	1,242	8,030	891	.....	51,529	.0234	1,266	4,404	.0249	95
Winona	.....	.....	25.6	.0165	7.5	32,402	.0215	7,411	3,827	1,171	6,558	813	10,974	34,993	.0159	1,367	4,666	.0177	107
Wright	D6	.....	28.2	.0183	7.9	26,082	.0172	6,582	1,574	642	4,789	404	.....	23,210	.0105	823	2,938	.0141	77
Yellow Medicine	B7	.....	16.4	.0105	4.7	15,914	.0105	2,362	1,255	632	3,174	239	.....	19,524	.0089	1,190	4,154	.0097	92
Total Above Cities	.....	.....	1,333.7	.8609	403.2	1,960,380	1.2963	384,760	357,993	95,559	383,681	55,519	2,041,833	2,199,952	.9981	1,650	5,456	1.0594	123
State Total	.....	.....	3,038.0	1.9609	875.4	3,094,894	2.0464	641,420	427,144	127,419	555,696	79,234	.....	3,968,922	1.8007	1,306	4,534	1.9064	97
Per Capita Sales	.....	.....	.....	.....	.....	1,019	.....	211	141	42	183	26	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,535	.....	733	488	146	635	90	.....	.....	.....	.....	.....	.....	.....

MINNESOTA— SM Standard Metropolitan County Areas

Duluth (Minn.)-Superior (Wis.)	.....	42	255.2	.1647	77.5	257,142	.1700	67,100	29,598	11,973	50,394	6,565	.....	325,747	.1478	1,276	4,203	.1579	96
Minneapolis-St. Paul	.....	89	1,145.6	.7397	343.0	1,332,236	.8809	276,585	280,143	62,394	226,822	41,695	.....	1,999,292	.9072	1,745	5,829	.8657	117

1 St. Cloud is in Benton, Sherbourne and Stearn Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15
*Withheld to avoid disclosure.



MISSISSIPPI — Counties and Cities —

(Other East South Central States: Alabama, p. 188; Kentucky, p. 314; Tennessee, p. 537.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Biloxi	Harrison	40.0	104	10	15	16	8
Brookhaven	Lincoln	7.9	39	9	14	14	6
Clarksdale	Coahoma	16.7	83	19	15	21	13
Cleveland	Bolivar	6.7	29	7	10	11	3
Columbus	Lowndes	17.5	79	7	23	20	10
Corinth	Alcorn	9.8	79	9	19	19	6
Greenville	Washington	30.4	151	12	19	21	14
Greenwood	Leflore	18.1	95	22	21	21	8
Gulfport	Harrison	24.1	97	10	23	18	8
Hattiesburg	Forrest	30.7	120	10	25	28	10
Jackson	Hinds	101.1	188	28	57	53	35
Kosciusko	Attala	6.7	34	12	12	12	6
Laurel	Jones	25.7	121	13	15	28	8
McComb	Pike	10.5	55	10	16	23	7
Meridian	Lauderdale	42.6	158	20	32	26	32
Natchez	Adams	23.3	132	7	16	19	12
Tupelo	Lee	11.6	50	8	15	21	5
Vicksburg	Warren	27.6	120	14	20	20	11
Yazoo	Yazoo	8.0	54	11	9	15	7

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	B5		33.1	.0214	9.3	27,501	.0182	7,136	1,221	1,735	6,103	1,165		28,775	.0131	869	3,094	.0162	76
Natchez			23.3	.0150	6.9	26,232	.0173	6,315	1,088	1,735	6,103	1,165	*	21,258	.0096	912	3,081	.0130	87
Alcorn	E1		27.3	.0176	7.7	18,430	.0122	3,453	1,358	1,584	5,652	456		20,974	.0095	768	2,724	.0118	67
Corinth			9.8	.0064	3.2	16,868	.0112	1,531	1,165	1,584	5,370	387	*	8,304	.0038	847	2,595	.0065	102
Amite	C5		19.2	.0124	4.6	6,713	.0044	2,178	967	276	1,798	180		6,069	.0027	316	1,319	.0051	41
Attala	D3		26.6	.0172	6.6	14,446	.0096	2,853	2,143	785	4,858	357		13,571	.0062	510	2,056	.0093	54
Kosciusko			6.7	.0043	1.9	12,723	.0084	1,954	1,847	785	4,484	348	1,253	4,377	.0020	653	2,304	.0044	102

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

MISSISSIPPI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Benton	D1		8.8	.0056	2.2	1,324	.0008	465	335	.....	150	55	.....	3,663	.0016	416	1,665	.0022	39
Bolivar	C2		63.1	.0408	16.3	30,658	.0203	9,423	3,504	1,400	5,789	879	.....	44,438	.0202	704	2,726	.0244	60
Cleveland			6.7	.0043	2.0	12,892	.0085	2,396	847	675	3,583	183	12,599	8,371	.0038	1,249	4,186	.0053	123
Calhoun	D2		18.3	.0118	4.7	5,840	.0039	1,314	1,187	114	966	237	.....	8,147	.0037	445	1,733	.0054	46
Carroll	D2		15.3	.0099	3.8	3,168	.0021	1,027	592	90	556	82	.....	5,495	.0025	359	1,526	.0039	39
Chickasaw	E2		18.9	.0122	4.8	7,071	.0046	1,890	853	407	1,418	238	.....	10,191	.0046	539	2,123	.0061	50
Choctaw	D2		10.9	.0070	2.8	3,116	.0021	943	438	109	521	122	.....	4,536	.0021	416	1,620	.0031	44
Claiborne	C4		12.0	.0077	3.1	5,166	.0034	1,683	303	59	864	149	.....	8,271	.0037	689	2,668	.0044	57
Clarke	E4		19.4	.0126	4.9	6,140	.0041	2,246	353	245	1,226	260	.....	11,140	.0051	574	2,273	.0063	50
Clay	E2		17.7	.0114	4.5	8,586	.0057	1,653	612	357	2,671	332	.....	11,705	.0053	661	2,601	.0066	58
Coahoma	C1		49.9	.0322	13.5	30,691	.0202	7,833	3,238	1,125	7,024	932	.....	46,973	.0213	941	3,479	.0232	72
Clarksdale			16.7	.0108	5.1	25,111	.0166	5,210	2,455	936	7,024	777	*	19,429	.0088	1,163	3,810	.0115	106
Copiah	C4		30.6	.0197	7.9	13,214	.0088	3,974	2,426	724	2,228	411	.....	20,877	.0095	682	2,643	.0113	57
Covington	D5		16.1	.0104	3.9	5,966	.0039	1,203	1,305	150	1,890	221	.....	10,067	.0045	625	2,581	.0055	53
De Soto	C1		24.6	.0159	6.0	6,773	.0045	1,922	1,409	121	1,379	56	.....	11,123	.0051	452	1,854	.0071	45
Forrest	D5		46.8	.0302	13.1	43,974	.0291	8,776	6,021	2,356	14,961	1,096	.....	47,052	.0213	1,005	3,592	.0254	84
Hattiesburg			30.7	.0198	8.8	40,982	.0271	7,181	5,687	2,181	14,444	969	21,126	34,397	.0156	1,120	3,909	.0199	101
Franklin	C5		10.9	.0071	3.0	4,292	.0028	1,349	1,111	198	869	158	.....	6,892	.0032	632	2,297	.0039	55
George	E5		10.4	.0067	2.6	4,577	.0031	1,551	167	323	1,086	132	.....	6,502	.0029	625	2,501	.0037	55
Greene	E5		8.2	.0053	2.0	2,535	.0016	686	513	32	631	142	.....	5,537	.0025	675	2,769	.0028	53
Grenada	D2		19.0	.0121	5.0	11,112	.0074	3,273	480	618	2,914	342	.....	12,013	.0055	632	2,403	.0074	61
Hancock	D6		12.0	.0078	3.2	6,107	.0040	2,535	325	136	922	186	.....	9,483	.0043	790	2,963	.0049	63
Harrison	D6	168	90.2	.0582	23.1	62,037	.0410	16,048	4,972	3,625	10,735	1,968	.....	96,551	.0438	1,070	4,180	.0458	79
△*Biloxi-Gulfport*			*64.1*	*.0414*	*15.7*	*53,909*	*.0357*	*13,004*	*4,562*	*3,577*	*10,590*	*1,779*	*21,186*	*70,006*	*.0318*	*1,092*	*4,459*	*.0349*	*84*
Gulfport			24.1	.0156	7.0	31,175	.0207	6,823	2,771	2,460	7,419	893	11,466	31,511	.0143	1,308	4,502	.0165	106
Biloxi			40.0	.0258	8.7	22,734	.0150	6,181	1,791	1,117	3,171	886	9,720	38,495	.0175	962	4,425	.0184	71
Hinds	C4	65	147.8	.0954	39.7	134,460	.0890	23,462	23,868	7,980	34,088	4,040	.....	178,314	.0809	1,206	4,492	.0862	90
▲Jackson			101.1	.0652	28.2	119,742	.0792	19,502	22,379	7,222	31,428	3,496	114,156	140,885	.0639	1,394	4,996	.0687	105
Holmes	C3		33.1	.0214	8.2	14,634	.0096	3,642	2,645	297	3,835	415	.....	16,159	.0073	488	1,971	.0108	50
Humphreys	C3		23.1	.0149	5.6	10,697	.0071	3,319	816	869	1,279	312	.....	13,773	.0063	596	2,459	.0083	58
Issaquena	C3		5.0	.0032	1.4	772	.0005	613	103	.....	.....	.....	.....	3,662	.0016	732	2,616	.0016	50
Itawamba	E1		17.2	.0111	4.5	2,953	.0020	1,098	310	153	461	28	.....	5,798	.0027	337	1,288	.0042	38
Jackson	E6		33.2	.0214	9.0	18,590	.0123	6,256	605	556	3,348	959	.....	24,079	.0109	725	2,675	.0134	63
Jasper	D4		19.2	.0124	4.5	4,845	.0032	1,217	715	79	1,007	168	.....	7,990	.0036	416	1,776	.0052	42
Jefferson	B4		11.2	.0073	3.0	3,777	.0025	1,225	1,074	25	520	114	.....	4,504	.0021	402	1,501	.0033	45
Jefferson Davis	D5		15.7	.0101	3.7	5,719	.0037	984	1,957	74	1,368	208	.....	7,224	.0032	460	1,952	.0047	47
Jones	D5		58.6	.0378	15.4	39,264	.0260	9,207	5,167	2,461	9,569	1,002	.....	50,943	.0231	869	3,308	.0269	71
Laurel			25.7	.0166	7.5	34,784	.0230	6,642	4,537	2,413	9,239	845	*	25,839	.0117	1,005	3,445	.0161	97
Kemper	E3		15.7	.0102	3.6	4,190	.0028	1,124	765	28	1,181	199	.....	5,292	.0024	337	1,470	.0041	40
Lafayette	D1		23.2	.0149	5.5	10,774	.0071	2,700	1,226	644	2,532	354	.....	15,992	.0073	689	2,908	.0088	59
Lamar	D5		13.5	.0088	3.5	4,162	.0027	1,445	771	134	210	161	.....	4,551	.0021	337	1,300	.0036	41
Lauderdale	E4		65.4	.0422	18.9	46,453	.0308	9,748	6,953	2,909	9,632	1,638	.....	68,565	.0311	1,048	3,628	.0332	79
Meridian			42.6	.0275	12.9	44,115	.0291	8,157	6,675	2,822	9,279	1,592	*	50,798	.0231	1,192	3,938	.0258	94
Lawrence	C5		12.6	.0081	3.2	5,008	.0033	1,288	1,202	147	1,249	143	.....	4,891	.0022	388	1,528	.0037	48
Leake	D3		21.6	.0139	5.4	6,457	.0042	1,324	1,125	91	1,682	151	.....	10,242	.0046	474	1,897	.0063	45
Lee	E1		38.5	.0249	10.7	27,405	.0182	5,223	3,534	1,490	6,710	708	.....	27,923	.0127	725	2,610	.0168	67
Tupelo			11.6	.0075	3.6	23,183	.0154	3,550	2,216	1,381	6,127	636	*	11,244	.0051	969	3,123	.0087	116
Leflore	C2		52.2	.0337	13.5	39,552	.0261	7,982	3,877	1,544	13,334	872	.....	43,134	.0196	826	3,195	.0244	72
Greenwood			18.1	.0117	5.6	33,876	.0224	5,385	2,615	1,473	12,177	674	*	20,026	.0091	1,106	3,576	.0136	116
Lincoln	C5		28.2	.0182	7.5	18,219	.0121	4,415	1,970	1,336	5,313	496	.....	19,860	.0090	704	2,648	.0118	65
Brookhaven			7.9	.0051	2.3	15,265	.0101	2,627	1,268	1,336	5,313	496	8,153	7,713	.0035	976	3,353	.0058	114
Lowndes	E2		38.5	.0248	9.9	22,997	.0152	4,855	2,825	1,501	4,930	787	.....	28,193	.0128	732	2,848	.0159	64
Columbus			17.5	.0113	4.9	19,073	.0126	3,683	1,599	1,501	4,696	648	*	19,241	.0087	1,099	3,927	.0104	92
Madison	D3		33.9	.0219	8.1	14,046	.0093	3,398	1,451	711	4,130	284	.....	16,075	.0073	474	1,985	.0108	49
Marion	D5		24.1	.0156	6.3	11,995	.0079	1,979	642	427	2,943	380	.....	16,972	.0077	704	2,694	.0093	60
Marshall	D1		25.3	.0163	5.9	7,452	.0049	2,277	1,435	265	1,071	240	.....	10,908	.0049	431	1,849	.0072	44
Monroe	E2		36.9	.0238	9.8	15,015	.0099	4,489	1,222	773	3,909	426	.....	24,400	.0111	661	2,490	.0133	58
Montgomery	D2		14.5	.0094	3.9	6,712	.0045	1,643	812	224	1,703	208	.....	8,443	.0038	582	2,165	.0051	54
Neshoba	D3		25.7	.0166	6.6	10,680	.0070	2,421	2,242	650	2,057	403	.....	11,261	.0051	438	1,706	.0080	48
Newton	D4		22.7	.0146	5.8	10,115	.0067	2,185	880	764	2,604	324	.....	14,193	.0065	625	2,447	.0082	58

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Noxubee	E3		19.9	.0129	4.8	7,985	.0053	1,515	1,267	303	2,229	231		8,441	.0038	424	1,759	.0061	47
Oktibbeha	E2		25.2	.0162	6.1	9,679	.0064	2,148	738	448	1,767	367		15,202	.0069	603	2,492	.0086	53
Panola	C1		31.2	.0202	7.9	15,340	.0102	4,259	2,385	348	4,492	380		17,479	.0079	560	2,213	.0111	55
Pearl River	D5		21.1	.0136	5.6	12,101	.0080	2,279	2,039	297	3,203	318		17,582	.0080	833	3,140	.0091	67
Perry	E5		9.2	.0059	2.3	3,364	.0022	630	1,175	35	1,184	102		3,967	.0018	431	1,725	.0027	46
Pike	C5		35.4	.0229	9.5	23,560	.0156	5,152	3,472	1,319	5,448	824		31,801	.0144	898	3,347	.0165	72
McComb			10.5	.0068	3.3	15,661	.0103	2,485	1,894	1,115	5,018	566	*	13,571	.0061	1,292	4,112	.0075	110
Pontotoc	D1		20.1	.0130	5.4	7,467	.0049	1,338	1,178	127	1,827	176		10,677	.0049	531	1,977	.0065	50
Prentiss	E1		19.9	.0128	5.3	8,017	.0053	2,019	1,016	478	1,574	145		12,004	.0054	603	2,265	.0069	54
Quitman	C1		25.9	.0167	6.5	9,820	.0065	2,711	1,509	487	1,661	241		16,195	.0074	625	2,492	.0090	54
Rankin	D4		29.3	.0189	6.0	6,804	.0045	2,253	665	169	1,121	143		11,783	.0053	402	1,964	.0078	41
Scott	D4		21.7	.0141	5.5	13,858	.0092	2,392	1,264	858	3,870	311		15,739	.0072	725	2,862	.0092	65
Sharkey	C3		12.9	.0083	3.2	6,375	.0042	1,365	894	231	1,762	206		8,530	.0038	661	2,666	.0048	58
Simpson	D4		22.0	.0142	5.5	7,554	.0050	1,414	1,857	358	2,297	194		10,740	.0049	488	1,953	.0068	48
Smith	D4		16.6	.0107	4.0	3,381	.0022	1,524	385	144	476	137		6,909	.0031	416	1,727	.0044	41
Stone	D6		6.4	.0041	1.7	4,257	.0028	1,340	336	30	1,343	27		5,564	.0026	869	3,273	.0030	73
Sunflower	C2		56.3	.0364	13.6	24,797	.0164	6,785	3,241	761	5,118	618		33,173	.0150	589	2,439	.0197	54
Tallahatchie	C2		30.4	.0196	7.6	9,750	.0065	3,418	1,485	371	1,981	284		14,628	.0066	481	1,925	.0092	47
Tate	D1		18.1	.0117	4.5	7,649	.0050	1,651	1,963	135	1,661	162		9,487	.0043	524	2,108	.0060	51
Tippah	E1		17.5	.0113	4.5	5,807	.0039	1,291	1,504	179	1,350	155		9,297	.0043	531	2,068	.0056	50
Tishomingo	E1		15.6	.0100	4.2	3,741	.0024	1,067	486	239	794	103		6,492	.0029	416	1,546	.0042	42
Tunica	C1		21.7	.0140	5.7	7,627	.0051	2,678	1,077	316	1,870	180		16,217	.0074	747	2,845	.0080	57
Union	D1		20.4	.0132	5.7	8,412	.0055	1,939	943	236	1,792	258		11,571	.0052	567	2,030	.0069	52
Walthall	C5		15.4	.0100	3.7	4,851	.0032	886	839	519	1,032	56		9,845	.0045	639	2,661	.0052	52
Warren	C4		39.6	.0255	12.3	33,796	.0224	9,486	3,284	2,198	7,122	867		49,478	.0224	1,249	4,023	.0230	90
Vicksburg			27.6	.0178	8.9	32,093	.0212	8,283	2,874	2,198	6,782	867	*	38,268	.0174	1,387	4,300	.0186	104
Washington	C2		71.6	.0462	19.8	47,488	.0314	12,210	4,759	2,207	10,591	1,530		69,909	.0317	976	3,531	.0345	75
Greenville			30.4	.0196	9.1	33,718	.0223	6,914	2,862	1,705	9,347	1,013	26,495	33,848	.0154	1,113	3,720	.0183	93
Wayne	E4		17.1	.0111	4.1	5,749	.0038	1,399	507	576	1,801	113		7,492	.0034	438	1,827	.0051	46
Webster	D2		11.5	.0074	3.0	5,771	.0038	1,031	712	394	1,824	166		8,422	.0039	732	2,807	.0046	62
Wilkinson	B5		14.2	.0092	3.4	6,752	.0045	1,992	1,629	248	1,016	268		6,534	.0029	460	1,922	.0046	50
Winston	E3		22.4	.0144	5.6	9,698	.0064	1,987	1,277	331	2,340	263		13,042	.0060	582	2,329	.0078	54
Yalobusha	D2		15.2	.0098	3.9	7,172	.0047	1,946	1,525	223	1,589	203		9,062	.0041	596	2,324	.0054	55
Yazoo	C3		35.7	.0231	9.0	17,799	.0118	4,433	2,338	643	4,954	703		22,571	.0102	632	2,508	.0133	58
Yazoo			8.0	.0052	2.9	14,339	.0095	2,586	1,244	643	4,645	617	4,426	5,802	.0026	725	2,001	.0052	100
Total Above Cities			459.0	.2963	132.8	574,566	.3799	107,405	67,814	35,282	155,648	17,058	209,394	533,377	.2420	1,162	4,018	.2942	99
State Total			2,205.4	1.4235	571.4	1,172,821	.7755	281,481	153,774	57,809	278,965	34,884		1,583,219	.7163	718	2,771	.8765	62
Per Capita Sales						532		128	70	26	126	16							
Per Family Sales						2,052		493	269	101	488	61							

MISSISSIPPI — SM Standard Metropolitan County Areas

△Biloxi-Gulfport		166	90.2	.0582	23.1	62,037	.0410	16,048	4,972	3,625	10,735	1,968		96,551	.0438	1,070	4,180	.0458	79
Jackson		65	147.8	.0954	39.7	134,460	.0890	23,462	23,888	7,880	34,088	4,040		178,314	.0809	1,206	4,492	.0862	90

(Other West North Central States: Iowa, p. 294; Kansas, p. 306; Minnesota, p. 370; Nebraska, p. 397; North Dakota, p. 464; South Dakota, p. 532.)

— MISSOURI — Counties and Cities

Missouri state map—page 386

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Cape Girardeau	Cape Girardeau	22.0	64	11	20	24	19
Carthage	Jasper	11.4	55	5	14	28	5
Chillicothe	Livingston	8.9	34	5	14	18	6
Clayton	St. Louis	16.5	28	5	13	11	12
Clinton	Henry	6.1	26	6	13	15	7
Columbia	Boone	33.5	54	7	18	25	17
Hannibal	Marion	20.7	99	10	18	23	13
Independence	Jackson	37.9	44	10	18	21	11
Jefferson City	Cole	25.5	51	7	14	27	15
Joplin	Jasper	39.0	162	17	25	49	19
Kansas City	Jackson	464.8	1,091	155	260	265	287
Kennett	Dunklin	8.8	42	3	8	23	6
Kirksville	Adair	10.9	52	5	13	20	5
Kirkwood	St. Louis	19.2	34	5	9	9	5
Lebanon	Laclede	6.9	42	8	11	17	4
Maplewood	St. Louis	13.6	43	5	10	16	6
Marshall	Saline	8.9	39	7	8	19	5
Maryville	Nodaway	6.9	22	5	10	12	6
Mexico	Audrain	11.9	40	8	14	20	5
Moberly	Randolph	12.9	47	5	15	14	8
Nevada	Vernon	8.0	31	4	12	21	7
North Kansas City	Clay	4.1	11	2	5	8	4
Overland	St. Louis	11.8	33	8	7	2	4

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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St. Joseph's FARM territory IS prosperous!

Bank Deposits in 15 County ABC territory, exclusive of St. Joseph, were $111,869,000 in 1951
(Figures from Rand McNally Bankers Directory, 1951)



BANK DEPOSITS
(Exclusive of St. Joseph)

1939 . . . $131 Per Capita
1951 . . . 603 Per Capita

Over 360% Increase

YES, the Farmers ARE PROSPEROUS . . . St. Joseph's Trade Territory AND ST. JOSEPH are prosperous . . . cover this rich market thru the . . .

Combined Daily Circulation
NOW OVER
95,000

Sunday OVER 52,000
March, 1951, A.B.C.

ST. JOSEPH NEWS-PRESS
(EVENING AND SUNDAY)

St. Joseph Gazette
(MORNING)

KELLY-SMITH CO., National Advertising Representative

MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Poplar Bluff	Butler	15.5	69	9	15	25	8
Rolla	Phelps	12.7	22	6	9	13	4
Sedalia	Pettis	20.5	69	8	20	30	11
Sikeston	Scott	11.9	48	3	13	14	8
Springfield	Greene	68.4	257	25	44	74	33
St. Charles	St. Charles	14.8	51	5	13	14	6
St. Joseph	Buchanan	76.8	232	14	46	62	53
St. Louis	St. Louis	866.3	3,491	277	485	382	458
Trenton	Grundy	6.1	29	4	11	11	6
University City	St. Louis	40.9	75	4	7	6	20
Webster Groves	St. Louis	24.0	39	2	10	8	8

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adair	D2	.....	19.5	.0126	6.4	20,637	.0136	4,767	1,784	853	4,855	476	.....	23,482	.0107	1,204	3,669	.0120	95
Kirksville	.....	.....	10.9	.0070	3.7	19,077	.0126	4,247	1,563	853	4,731	421	4,400	14,856	.0067	1,363	4,015	.0085	121
Andrew	B2	.....	11.7	.0075	3.9	5,870	.0039	1,630	144	244	994	169	.....	14,089	.0063	1,204	3,613	.0057	78
Atchison	A1	.....	11.2	.0073	3.5	11,367	.0075	2,419	299	512	2,302	291	.....	18,375	.0084	1,641	5,250	.0078	107
Audrian	D3	.....	24.4	.0156	7.9	23,331	.0155	4,947	2,900	1,296	4,921	550	.....	30,351	.0138	1,244	3,842	.0146	94
Mexico	.....	.....	11.9	.0077	3.9	16,295	.0108	3,558	2,358	650	4,393	452	1,056	19,842	.0090	1,667	5,088	.0093	121
Barry	C6	.....	21.7	.0140	6.6	17,535	.0116	3,188	1,065	888	3,449	506	.....	13,775	.0062	635	2,087	.0093	66
Barton	B5	.....	12.6	.0082	4.3	9,352	.0061	1,842	624	310	1,487	298	.....	9,673	.0044	768	2,250	.0056	68
Bates	B4	.....	17.4	.0112	6.0	13,034	.0087	2,467	1,748	322	2,881	447	.....	14,964	.0068	860	2,494	.0082	73
Benton	C4	.....	9.1	.0059	2.8	6,961	.0046	1,388	254	524	574	242	.....	6,264	.0028	688	2,237	.0040	68
Bollinger	F5	.....	10.8	.0069	3.0	3,465	.0023	886	420	136	362	64	.....	4,285	.0020	397	1,428	.0031	45
Boone	D3	.....	51.0	.0330	14.0	46,248	.0305	9,180	3,033	1,713	9,249	1,765	.....	67,484	.0306	1,323	4,820	.0311	94
Columbia	.....	.....	33.5	.0216	8.5	38,791	.0256	7,185	2,696	1,534	7,569	1,624	*	53,200	.0242	1,588	6,259	.0241	112
Buchanan	B2	120	95.1	.0613	29.4	95,824	.0634	21,201	10,302	5,188	17,533	5,192	.....	142,157	.0645	1,495	4,835	.0635	104
▲St. Joseph	.....	.....	76.8	.0496	23.9	86,957	.0575	18,250	9,015	4,973	17,351	5,123	100,105	125,010	.0567	1,628	5,231	.0555	112
Butler	F8	.....	38.9	.0252	10.9	26,742	.0177	5,853	4,100	1,281	6,555	623	.....	32,953	.0149	847	3,023	.0178	71
Poplar Bluff	.....	.....	15.5	.0100	4.8	21,875	.0145	4,540	2,814	1,067	6,453	563	6,350	17,435	.0079	1,125	3,632	.0103	103

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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"IN THE HEART OF AMERICA . . .

It's The

KMBC KFRM

Team and It's

Wholehearted"



*Wholeheartedly Delivering...***

- **A Larger Market***

*In the Kansas City Metropolitan Area alone there has been a population increase of 16,900 in the past 12 months. (Sales Management Survey of Buying Power estimate 1/1/51, 820,400—SMSB pop. est. 1/1/52, 837,300).

- **A Richer Market***

*Typical is the increase in effective buying income in the Kansas City Metropolitan area, (SMSB estimate for 1951, 1 billion, 414 million dollars)—131 million dollars more than 1950! Retail sales, too, are up with a total estimate for 1951 (SMSB) of over 1 billion, 93 million dollars.

- **The ENTIRE Market***

*Larger and richer, the important fact is, that The KMBC-KFRM Team delivers the *entire* rectangular Kansas City Primary Trade Area, as established by the Chamber of Commerce of Kansas City and including all of Kansas, western Missouri and adjoining segments of Iowa, Nebraska, Colorado, Oklahoma and Texas.

**Call KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel. Get prompt, efficient delivery of this year's larger and richer Heart of America.



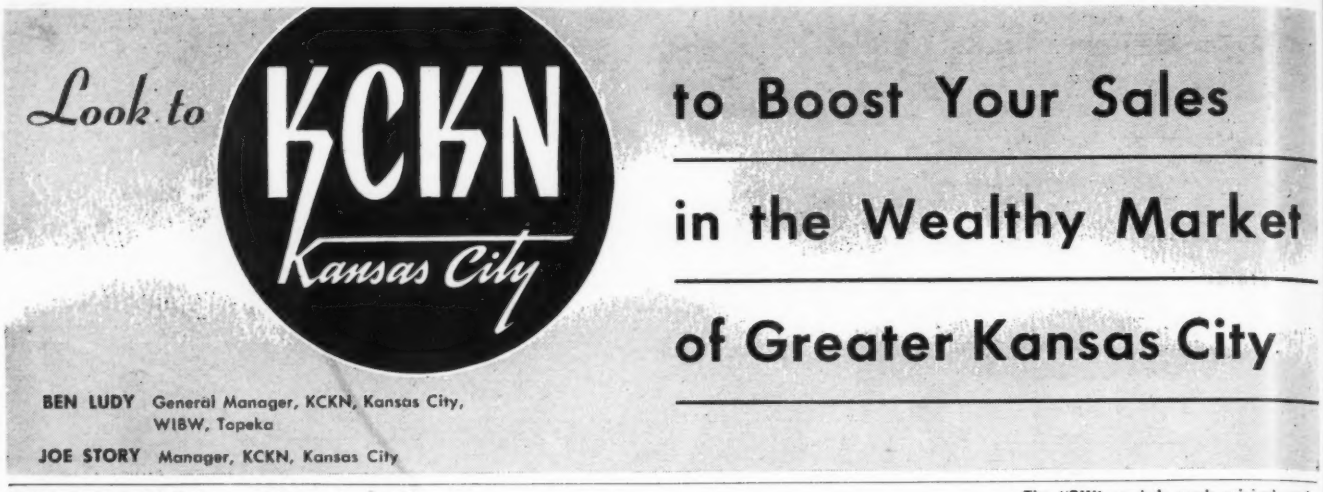
SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, WITH



The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY



MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Caldwell	B2		9.9	.0063	3.5	9,549	.0063	1,889	410	156	2,251	183		9,692	.0044	979	2,769	.0054	86
Callaway	D3		23.7	.0153	6.2	13,621	.0090	2,838	1,655	389	2,406	432		15,986	.0073	675	2,578	.0094	61
Camden	C4		7.8	.0051	2.5	3,854	.0026	899	377	61	509	62		3,512	.0016	450	1,405	.0026	51
Cape Girardeau	F5		39.2	.0253	11.5	40,856	.0270	8,947	5,155	2,175	8,391	1,387		51,364	.0233	1,310	4,466	.0248	98
Cape Girardeau			22.0	.0142	6.6	30,207	.0200	6,385	3,855	1,806	7,054	1,192	13,618	35,505	.0161	1,614	5,380	.0169	119
Carroll	C3		15.4	.0099	5.1	12,630	.0083	2,928	948	421	2,002	395		18,132	.0082	1,177	3,555	.0086	87
Carter	E6		4.8	.0031	1.5	2,085	.0014	481	612	40	260	29		2,543	.0012	530	1,695	.0016	52
Cass	B3		19.6	.0127	6.4	17,173	.0114	3,291	720	398	2,275	560		17,108	.0077	873	2,673	.0098	77
Cedar	C5		10.7	.0069	3.7	6,948	.0045	1,124	327	410	1,171	253		7,366	.0034	688	1,991	.0044	64
Chariton	C2		15.0	.0097	4.8	11,436	.0076	2,304	966	509	2,743	202		14,284	.0064	952	2,976	.0074	76
Christian	C6		12.3	.0079	3.9	6,604	.0044	1,268	1,104	108	1,175	179		9,601	.0044	781	2,462	.0051	65
Clark	D1		9.1	.0059	3.0	7,835	.0052	1,458	398	309	1,171	113		9,036	.0041	993	3,012	.0048	81
Clay	B3	69	47.5	.0306	15.1	43,135	.0285	9,623	1,110	1,326	11,928	2,398		62,852	.0285	1,323	4,162	.0289	94
North Kansas City			4.1	.0027	1.5	17,277	.0114	3,869	186	453	7,044	1,357	*	5,750	.0026	1,402	3,833	.0052	193
1Kansas City																			
Clinton	B2		11.7	.0076	4.1	15,166	.0100	2,398	714	418	4,009	469		16,875	.0077	1,442	4,116	.0084	111
Cole	D4		35.9	.0232	9.6	36,677	.0243	7,019	3,241	1,602	9,685	1,479		58,436	.0265	1,628	6,087	.0252	109
Jefferson City			25.5	.0164	6.9	33,771	.0223	6,418	2,522	1,602	9,685	1,388	*	46,237	.0210	1,813	6,701	.0205	125
Cooper	D3		16.6	.0106	5.2	14,084	.0093	2,627	1,108	702	2,917	492		17,354	.0079	1,045	3,337	.0089	94
Crawford	E4		11.7	.0075	3.5	6,511	.0043	1,559	662	180	1,612	240		8,356	.0037	714	2,387	.0046	61
Dade	C5		9.2	.0060	3.1	6,612	.0043	1,052	299	98	918	197		6,698	.0031	728	2,161	.0040	67
Dallas	C5		10.5	.0067	3.3	7,099	.0047	735	553	381	1,688	168		6,531	.0029	622	1,979	.0042	63
Daviess	B2		11.1	.0072	3.8	8,298	.0055	1,681	354	149	1,876	219		12,189	.0056	1,098	3,208	.0059	82
De Kalb	B2		8.0	.0052	2.9	5,545	.0037	1,237	213	105	953	164		6,983	.0031	873	2,408	.0037	71
Dent	E5		10.9	.0070	3.4	7,771	.0051	1,959	477	388	1,560	180		10,238	.0047	939	3,011	.0053	76
Douglas	D6		12.6	.0081	3.5	5,173	.0035	761	142	233	1,502	65		5,500	.0025	437	1,571	.0039	48
Dunklin	F7		45.9	.0297	12.5	34,054	.0225	6,310	2,446	1,118	9,951	992		38,244	.0173	833	3,060	.0213	72
Kennett			8.8	.0057	2.7	16,725	.0111	2,064	659	722	7,151	368	2,933	8,965	.0041	1,019	3,320	.0065	114
Franklin	E4		36.9	.0238	11.1	29,089	.0192	7,088	2,136	1,386	5,838	712		35,137	.0160	952	3,165	.0185	78
Gasconade	E4		12.5	.0081	3.9	10,992	.0073	2,101	1,073	794	1,634	156		10,255	.0046	820	2,629	.0061	75
Gentry	B2		10.9	.0070	3.7	9,924	.0065	2,161	486	389	1,858	308		12,401	.0057	1,138	3,352	.0062	89
Greene	C5	139	107.5	.0694	34.7	108,380	.0717	18,748	13,335	6,448	24,464	3,854		156,428	.0709	1,455	4,508	.0708	102
▲Springfield			68.4	.0442	23.0	93,391	.0617	14,668	12,299	5,885	23,004	3,627	81,016	118,596	.0538	1,734	5,156	.0542	123
Grundy	C2		13.2	.0085	4.6	14,151	.0093	2,682	1,168	627	4,254	457		14,153	.0065	1,072	3,077	.0077	91
Trenton			6.1	.0039	2.2	11,939	.0079	2,063	935	551	4,177	406	*	7,667	.0035	1,257	3,485	.0049	126
Harrison	B1		14.1	.0091	4.6	11,330	.0075	2,686	567	428	1,411	391		13,427	.0060	952	2,919	.0071	78
Henry	C4		20.1	.0130	6.7	18,567	.0123	3,483	1,216	867	4,598	673		22,350	.0102	1,112	3,336	.0114	98
Clinton			6.1	.0039	2.2	12,598	.0084	2,399	693	670	3,588	375	2,456	8,150	.0037	1,336	3,705	.0051	131
Hickory	C4		5.4	.0035	1.9	2,626	.0017	185	432	90	190	56		4,360	.0020	807	2,295	.0022	63
Holt	A2		9.8	.0063	3.2	9,648	.0064	2,324	71	198	2,150	286		13,230	.0060	1,350	4,134	.0062	98
Howard	D3		11.8	.0076	3.7	8,422	.0056	1,879	270	242	1,498	460		9,212	.0041	781	2,490	.0053	70
Howell	D6		23.1	.0149	6.9	13,761	.0091	2,748	1,501	824	3,668	583		17,734	.0081	768	2,570	.0098	66
Iron	E5		9.4	.0061	2.6	5,173	.0034	1,774	462	140	1,292	62		5,353	.0024	569	2,059	.0034	56
Jackson	B3	69	553.6	.3573	181.5	870,240	.5754	146,278	220,395	40,670	138,424	46,783		1,040,040	.4719	1,879	5,730	.4800	134
1▲Kansas City			464.8	.3001	153.7	806,431	.5332	131,406	217,181	38,605	123,038	43,524	1,105,702	885,662	.4018	1,905	5,762	.4209	140
Independence			37.9	.0244	12.5	28,461	.0188	6,531	2,908	1,312	9,651	1,501	4,330	56,165	.0255	1,482	4,493	.0233	95

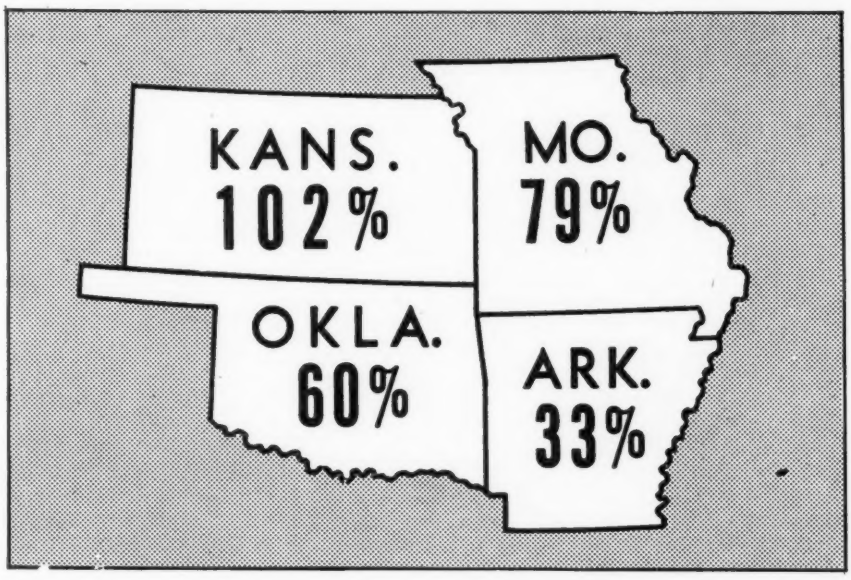
1 Kansas City is in Clay and Jackson Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15
*Withheld to avoid disclosure.

COVERAGE!

Figures show percentage of Weekly Star Farmer subscribers in comparison with number of farms.



	Farms	Weekly Star Farmer Subscribers	Percentage
Kansas	131,382	134,319	102%
Missouri	230,041	182,255	79%
Oklahoma	142,253	85,448	60%
Arkansas	182,417	60,434	33%

Weekly Star Farmer

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MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Jasper	B5	.....	80.0	.0517	27.0	90,346	.0598	19,058	11,277	3,918	23,538	2,826	.....	101,651	.0461	1,271	3,765	.0513	99
2Joplin	.....	.....	39.0	.0252	13.6	59,697	.0395	11,465	9,414	2,344	15,855	1,816	53,335	56,750	.0257	1,455	4,173	.0297	118
Carthage	.....	.....	11.4	.0074	3.9	16,696	.0110	3,431	1,370	1,161	5,731	569	10,371	16,589	.0075	1,455	4,254	.0085	115
Jefferson	F4	.....	39.2	.0253	11.6	26,039	.0172	7,329	2,475	1,383	5,384	588	.....	32,662	.0148	833	2,816	.0176	70
Johnson	C3	.....	21.0	.0135	6.7	14,251	.0094	2,862	619	579	2,373	525	.....	15,289	.0070	728	2,282	.0090	67
Knox	D2	.....	7.6	.0049	2.7	4,184	.0028	825	370	127	948	134	.....	7,041	.0032	926	2,608	.0034	69
Laclede	D5	.....	19.4	.0126	5.7	15,145	.0100	2,714	1,052	774	5,587	439	.....	12,835	.0058	662	2,252	.0084	67
Lebanon	.....	.....	6.9	.0044	2.3	14,327	.0095	2,364	710	774	4,749	439	5,322	5,112	.0023	741	2,223	.0049	111
Lafayette	C3	.....	25.3	.0163	8.1	25,474	.0168	4,730	1,955	1,441	4,038	1,083	.....	25,447	.0115	1,006	3,142	.0141	87
Lawrence	C5	.....	23.6	.0152	7.7	12,864	.0085	2,644	1,068	546	2,572	602	.....	15,918	.0072	674	2,067	.0092	61
Lewis	D2	.....	10.8	.0070	3.6	9,063	.0060	1,613	477	257	2,119	171	.....	12,288	.0056	1,138	3,413	.0060	96
Lincoln	E3	.....	12.9	.0083	4.6	12,761	.0085	2,328	1,308	301	3,726	161	.....	10,582	.0048	820	2,300	.0068	80

2 Joplin is in Jasper and Newton Counties.

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Before using these figures, see explanation page 15.



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MISSOURI — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Linn	C2		18.8	.0122	6.5	17,521	.0116	3,428	1,665	581	4,541	696		21,650	.0098	1,152	3,331	.0108	89
Livingston	C2		16.7	.0108	5.4	18,207	.0120	3,400	1,897	691	3,544	487		18,570	.0085	1,112	3,439	.0100	93
Chillicothe			8.9	.0057	2.9	14,748	.0098	2,671	1,660	665	3,367	464	•	12,015	.0055	1,350	4,143	.0068	119
McDonald	B6		14.1	.0091	4.3	11,163	.0074	1,505	2,140	56	2,206	274		7,650	.0034	543	1,779	.0057	83
Macon	D2		18.3	.0118	6.2	13,745	.0091	2,982	951	707	3,192	495		22,999	.0105	1,257	3,710	.0103	87
Madison	F5		10.6	.0068	3.1	7,425	.0049	1,778	558	347	1,867	193		6,455	.0029	609	2,082	.0043	63
Maries	D4		7.4	.0048	2.1	2,626	.0017	629	263	44	304	86		3,722	.0017	503	1,772	.0023	48
Marion	E2		30.1	.0194	10.0	32,470	.0215	7,943	2,448	1,903	6,856	820		37,440	.0170	1,244	3,744	.0188	97
3Hannibal			20.7	.0134	7.0	25,520	.0169	6,523	2,025	1,620	5,709	711	8,507	26,570	.0121	1,284	3,796	.0138	103
Mercer	C1		7.2	.0047	2.4	5,150	.0034	821	228	147	758	164		5,427	.0024	754	2,261	.0032	68
Miller	D4		13.8	.0089	4.2	9,616	.0063	1,965	668	311	2,112	121		10,404	.0048	754	2,477	.0061	69
Mississippi	G6		22.9	.0147	6.0	15,955	.0106	4,312	1,165	784	3,129	525		16,673	.0075	728	2,779	.0099	67
Moniteau	D4		10.8	.0070	3.6	8,202	.0054	968	606	399	1,758	218		9,717	.0044	900	2,699	.0052	74
Monroe	D2		11.5	.0074	3.9	10,647	.0071	1,779	489	537	2,359	268		10,346	.0047	900	2,653	.0060	81
Montgomery	E3		11.6	.0075	3.9	8,728	.0057	1,842	1,280	489	1,514	89		9,976	.0045	860	2,558	.0055	73
Morgan	C4		10.1	.0065	3.2	7,008	.0047	1,706	323	209	1,192	133		8,015	.0037	794	2,505	.0046	71
New Madrid	F6		40.0	.0259	9.9	21,751	.0143	6,699	2,730	1,290	2,898	566		25,948	.0118	649	2,621	.0154	99
4Sikeston																			
Newton	B6		28.6	.0184	8.8	17,117	.0114	3,848	1,139	525	3,633	358		14,752	.0067	516	1,676	.0105	67
2Joplin																			
Nodaway	B1		24.3	.0157	7.5	20,965	.0138	4,340	1,538	1,475	4,570	546		27,333	.0124	1,125	3,644	.0135	99
Maryville			6.9	.0044	2.2	14,224	.0094	2,398	1,282	1,386	3,643	349	2,102	10,773	.0049	1,561	4,897	.0061	139
Oregon	E6		12.1	.0078	3.5	5,345	.0038	838	143	59	1,136	198		7,369	.0033	609	2,105	.0043	95
Osage	E4		11.4	.0074	3.1	6,276	.0041	1,015	532	276	1,043	99		6,332	.0029	555	2,043	.0042	67
Ozark	D6		8.9	.0057	2.4	2,602	.0017	203	227	30	442	61		4,123	.0018	463	1,718	.0026	48
Pemiscot	F6		46.1	.0298	12.1	26,038	.0172	6,814	2,473	1,325	5,431	911		30,500	.0139	662	2,521	.0181	81
Perry	F5		15.1	.0097	4.1	11,375	.0076	1,690	1,527	409	1,537	222		11,593	.0052	768	2,828	.0068	70
Pettis	C3		31.9	.0206	10.7	33,988	.0224	6,852	2,612	1,985	8,974	962		33,761	.0154	1,058	3,155	.0185	90
Sedalia			20.5	.0133	7.1	30,713	.0203	5,638	2,089	1,891	8,412	831	•	22,795	.0103	1,112	3,211	.0139	105
Phelps	D4		27.2	.0176	7.8	18,207	.0121	4,303	1,047	1,043	4,333	348		22,312	.0101	820	2,861	.0122	69
Rolla			12.7	.0082	3.7	13,193	.0087	3,053	693	953	3,595	234	•	13,442	.0061	1,058	3,633	.0073	80
Pike	E3		17.0	.0110	5.8	15,516	.0102	4,095	796	677	2,763	433		16,188	.0073	952	2,791	.0089	81
Platte	B3		15.2	.0098	4.7	8,551	.0057	1,828	163	254	856	208		16,299	.0074	1,072	3,468	.0074	79
Polk	C5		16.0	.0103	5.1	13,416	.0089	1,593	1,123	616	3,655	315		11,220	.0051	701	2,200	.0073	71
Pulaski	D4		10.5	.0068	3.3	7,920	.0052	897	1,104	192	1,415	286		7,499	.0034	714	2,272	.0048	68
Putnam	C1		9.1	.0058	3.0	4,873	.0032	1,010	584	229	1,241	255		5,903	.0027	649	1,968	.0035	66
Ralls	E2		8.8	.0057	2.8	4,315	.0029	884	184	137	828	127		8,152	.0037	926	2,911	.0039	68
3Hannibal																			
Randolph	D3		23.1	.0149	8.0	20,915	.0138	4,559	2,017	1,116	4,644	701		28,436	.0129	1,231	3,555	.0136	91
Moberly			12.9	.0083	4.6	17,649	.0117	3,577	1,930	1,116	4,365	622	•	20,140	.0092	1,561	4,378	.0098	118

2 Joplin is in Jasper and Newton Counties.
3 Hannibal is in Marion and Ralls Counties.
4 Sikeston is in New Madrid and Scott Counties.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y. Call MUrray Hill 4-3559.


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OVER 350,000 SUNDAY
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**Monitor Reports — Jan., 1952.

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MISSOURI — (Continued)

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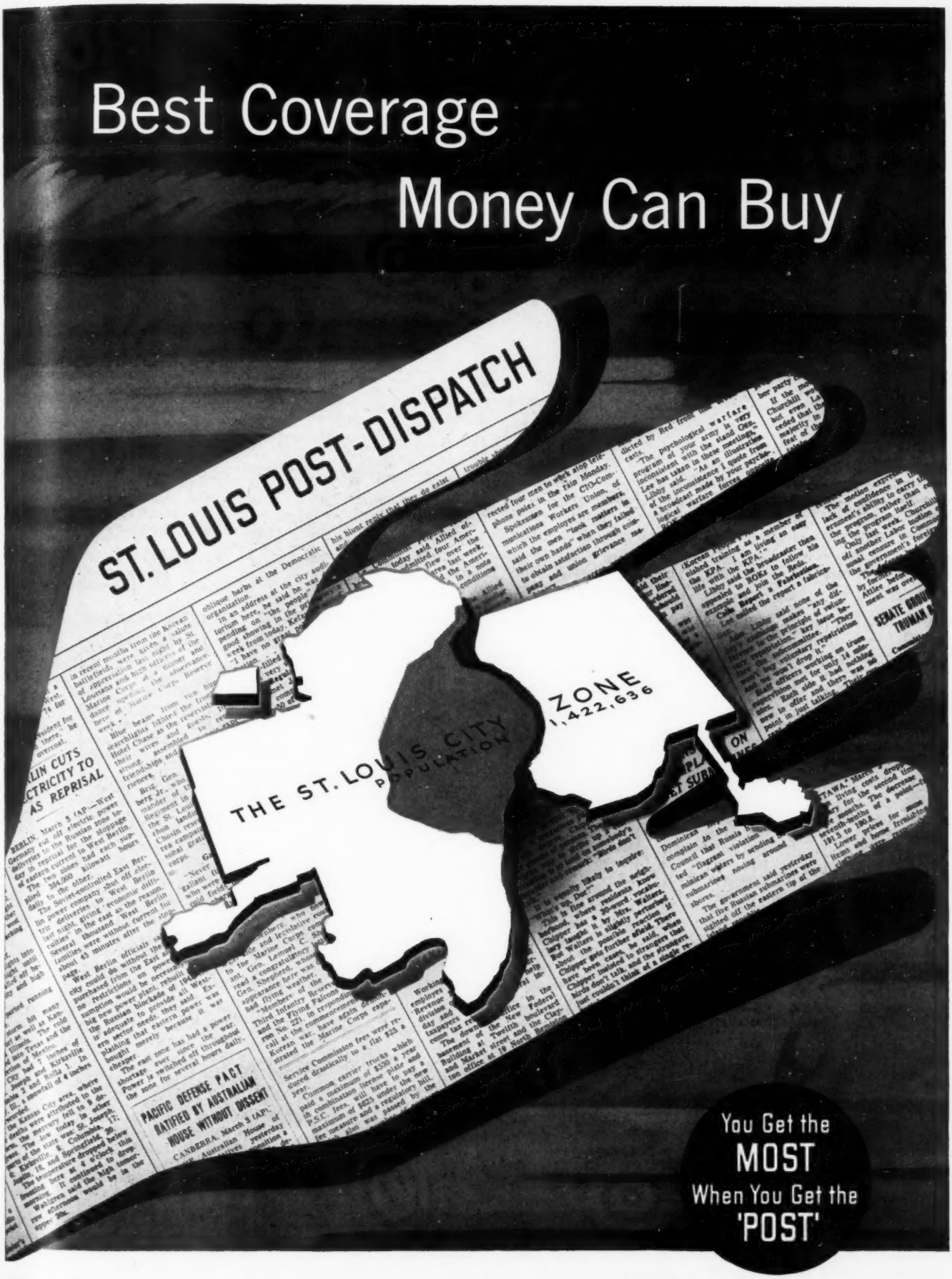
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲St. Louis	.....	.....	866.3	.5592	265.3	1,109,337	.7336	248,145	204,543	75,945	171,535	35,732	1,452,752	1,502,048	.6815	1,734	5,662	.6727	120
Clayton	.....	.....	16.5	.0106	5.1	34,879	.0230	8,235	842	703	11,837	1,613	1,491	41,260	.0187	2,501	8,090	.0184	174
Maplewood	.....	.....	13.6	.0088	4.4	30,913	.0205	5,447	2,531	1,267	12,243	1,197	*	24,471	.0111	1,799	5,562	.0134	152
University City	.....	.....	40.9	.0264	12.4	24,363	.0161	10,988	523	897	3,745	1,635	11,318	94,730	.0430	2,316	7,640	.0316	120
Webster Groves	.....	.....	24.0	.0155	6.9	17,119	.0113	5,165	337	531	4,432	1,178	*	51,754	.0234	2,156	7,501	.0182	117
Kirkwood	.....	.....	19.2	.0124	5.5	15,857	.0105	3,761	655	486	6,543	759	1,216	35,576	.0162	1,853	6,468	.0137	110
Overland	.....	.....	11.8	.0076	3.4	12,431	.0082	5,161	1,986	420	917	313	*	19,991	.0091	1,694	5,880	.0085	112
Ste. Genevieve	F4	.....	11.3	.0073	3.1	7,771	.0051	1,929	430	286	1,208	184	.....	8,227	.0038	728	2,654	.0049	67
Saline	C3	.....	26.8	.0173	8.2	24,305	.0161	4,820	1,708	1,096	5,561	785	.....	24,829	.0112	926	3,028	.0139	80
Marshall	.....	.....	8.9	.0057	2.9	15,909	.0105	2,965	1,195	736	3,444	449	1,766	9,543	.0043	1,072	3,291	.0064	112
Schuyler	D1	.....	5.7	.0037	1.9	4,946	.0033	521	72	52	1,486	140	.....	4,975	.0023	873	2,618	.0029	76
Scotland	D1	.....	7.3	.0047	2.6	8,303	.0041	1,567	327	231	1,436	62	.....	7,437	.0034	1,019	2,860	.0039	83
Scott	G5	.....	33.6	.0217	9.5	27,994	.0186	6,083	1,681	1,558	5,464	704	.....	29,329	.0133	873	3,087	.0166	79
4Sikeston	.....	.....	11.9	.0077	3.6	16,781	.0111	2,776	942	1,225	4,136	409	*	13,066	.0059	1,098	3,629	.0078	101
Shannon	E5	.....	8.4	.0054	2.3	2,610	.0017	420	619	34	381	86	.....	4,116	.0018	490	1,790	.0025	48
Shelby	D2	.....	9.7	.0063	3.6	8,056	.0053	1,473	733	255	1,881	145	.....	9,756	.0045	1,006	2,710	.0051	81
Stoddard	F6	.....	34.0	.0219	9.2	18,191	.0120	3,772	2,430	1,760	3,947	295	.....	18,887	.0085	556	2,053	.0122	56
Stone	C6	.....	9.8	.0064	3.0	2,890	.0019	544	732	123	423	142	.....	4,928	.0023	503	1,643	.0030	47
Sullivan	C2	.....	11.1	.0071	3.7	7,244	.0048	1,782	580	294	1,328	139	.....	9,843	.0044	887	2,660	.0051	72
Taney	C6	.....	10.1	.0065	3.0	5,687	.0038	1,150	1,052	161	1,073	115	.....	6,151	.0028	609	2,059	.0038	59
Texas	D5	.....	19.1	.0124	5.8	9,216	.0061	1,916	1,055	98	2,627	288	.....	10,874	.0050	569	1,875	.0068	55
Vernon	B4	.....	22.7	.0146	6.9	19,092	.0126	3,672	1,361	735	3,053	458	.....	19,522	.0088	860	2,829	.0111	76
Nevada	.....	.....	8.0	.0052	2.8	14,929	.0099	2,986	886	735	3,005	325	*	8,150	.0037	1,019	2,911	.0058	112
Warren	E3	.....	7.7	.0050	2.4	6,540	.0043	1,172	409	284	1,128	102	.....	5,606	.0026	728	2,336	.0036	72
Washington	E4	.....	14.6	.0094	4.0	6,500	.0043	2,033	445	104	1,216	91	.....	6,184	.0028	424	1,546	.0046	49
Wayne	F5	.....	10.5	.0068	2.9	4,464	.0030	942	969	27	795	149	.....	4,583	.0020	436	1,580	.0033	49
Webster	C5	.....	15.0	.0097	4.5	10,602	.0070	1,505	962	253	2,685	162	.....	11,709	.0054	781	2,602	.0067	99
Worth	B1	.....	5.0	.0032	1.7	4,234	.0028	786	199	40	1,215	94	.....	5,758	.0026	1,152	3,387	.0028	66
Wright	D5	.....	15.9	.0103	4.9	12,757	.0084	1,614	1,346	311	2,632	288	.....	12,208	.0055	768	2,491	.0073	71
Total Above Cities	.....	.....	1,968.1	1.2704	620.1	2,749,658	1.8182	554,587	496,219	156,428	515,463	112,036	2,872,749	3,405,050	1.5449	1,730	5,491	1.5716	124
State Total	.....	.....	4,027.2	2.5994	1,240.8	3,993,395	2.6405	841,005	589,487	200,795	735,751	149,728	.....	5,370,549	2.4386	1,334	4,328	2.5303	97
Per Capita Sales	.....	.....	.....	.....	.....	992	.....	209	146	50	183	37	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,218	.....	678	475	162	593	121	.....	.....	.....	.....	.....	.....	.....

4 Sikeston is in New Madrid and Scott Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

Best Coverage Money Can Buy



COVER ST. LOUIS WITH ONE NEWSPAPER, ONE LOW COST

The St. Louis Post-Dispatch LEADS ALL OTHER MEDIA in the St. Louis City Zone, and offers a PLUS CIRCULATION of 103,011 Daily, 139,439 Sunday in the merchandisable area outside the St. Louis City Zone.

CIRCULATION	DAILY	SUNDAY
City Zone	297,207	300,918
Retail Trading Zone and all other	103,011	139,439
TOTAL	400,218	440,357

MISSOURI — SM Standard Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kansas City (Mo.-Kans.)	.....	69	837.3	.5404	268.5	1,073,581	.7099	200,675	236,708	49,798	190,963	56,263	.....	1,433,941	.6506	1,713	5,341	.6463	120
St. Joseph	.....	120	95.1	.0613	29.4	95,824	.0634	21,201	10,302	5,188	17,533	5,192	.....	142,157	.0645	1,495	4,835	.0635	104
St. Louis	.....	121	1,729.4	1.1165	517.4	1,764,082	1.1664	435,935	245,618	102,076	300,463	58,493	.....	2,841,622	1.2891	1,643	5,492	1.2178	100
Springfield	.....	139	107.5	.0695	34.7	108,360	.0717	18,748	13,335	6,448	24,464	3,854	.....	156,428	.0709	1,455	4,508	.0708	102

MONTANA — Counties and Cities —

(Other Mountain States: Arizona, p. 194; Colorado, p. 221; Idaho, p. 263; Nevada, p. 404; New Mexico, p .420; Utah, p. 578; Wyoming, p. 616.)

Montana state map—page 396

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Anaconda	Deer Lodge	11.6	47	4	8	12	3
Billings	Yellowstone	33.3	84	10	27	26	13
Bozeman	Gallatin	11.8	27	5	9	11	4
Butte	Silver Bow	33.2	139	9	24	27	17
Great Falls	Cascade	40.5	108	14	31	27	8
Havre	Hill	8.3	31	5	7	15	2
Helena	Lewis & Clark	17.8	48	7	11	17	7
Kalispell	Flathead	10.0	37	9	13	20	6
Lewistown	Fergus	6.6	24	4	8	14	4
Livingston	Park	7.9	26	6	8	12	7
Miles City	Custer	9.6	23	4	7	11	3
Missoula	Missoula	23.1	61	6	19	26	11

Beaverhead	B3	.....	6.5	.0042	2.3	9,563	.0063	1,817	958	310	2,155	156	.....	13,550	.0061	2,085	5,891	.0057	136
Big Horn	E3	.....	9.8	.0063	2.5	8,123	.0054	2,246	554	184	1,762	191	.....	10,900	.0050	1,112	4,360	.0053	84
Blaine	D1	.....	8.6	.0056	2.4	7,238	.0048	1,625	507	146	1,723	132	.....	13,017	.0059	1,514	5,424	.0054	96
Broadwater	C3	.....	2.9	.0018	.9	2,780	.0018	615	75	*	585	20	.....	5,108	.0023	1,761	5,676	.0020	111
Carbon	D3	.....	10.2	.0066	3.2	7,212	.0048	1,587	751	124	941	229	.....	10,866	.0049	1,065	3,396	.0052	79
Carter	G3	.....	2.7	.0018	.8	1,532	.0010	338	110	.....	*	19	.....	2,461	.0012	911	3,076	.0013	72
Cascade	C2	.....	54.5	.0350	16.5	67,600	.0447	13,471	9,207	3,824	13,084	1,346	.....	97,673	.0443	1,792	5,920	.0426	122
Great Falls	.....	.....	40.5	.0261	12.8	62,905	.0416	12,264	8,609	3,824	12,144	1,077	38,100	70,076	.0318	1,730	5,475	.0336	129
Chouteau	D1	.....	7.0	.0046	2.2	7,404	.0049	1,299	459	103	1,902	20	.....	14,592	.0066	2,085	6,633	.0057	124
Custer	F2	.....	13.1	.0084	4.0	18,363	.0122	2,742	1,569	731	4,495	531	.....	17,605	.0080	1,344	4,401	.0093	111
Miles City	.....	.....	9.6	.0062	3.1	17,315	.0115	2,629	1,255	731	4,121	531	*	12,901	.0058	1,344	4,162	.0076	123
Daniels	F1	.....	3.9	.0025	1.1	4,519	.0030	1,073	131	189	516	147	.....	8,193	.0037	2,101	7,448	.0033	132
Dawson	G2	.....	9.3	.0060	2.8	11,433	.0075	1,720	1,237	550	1,699	172	.....	13,501	.0061	1,452	4,822	.0065	108
Deer Lodge	B3	.....	17.0	.0110	4.4	12,036	.0080	3,781	1,138	429	2,518	183	.....	23,898	.0109	1,406	5,431	.0101	92
Anaconda	.....	.....	11.6	.0075	3.6	11,743	.0078	3,781	651	429	2,518	183	1,002	16,307	.0074	1,406	4,530	.0075	100
See Butte-Anaconda												39							
Fallon	G3	.....	3.7	.0024	1.1	4,354	.0029	1,029	80	224	866	387	.....	4,629	.0021	1,251	4,208	.0024	100
Fergus	D2	.....	14.2	.0092	4.3	15,705	.0104	3,377	1,345	468	3,122	341	.....	21,932	.0099	1,545	5,100	.0099	108
Lewistown	.....	.....	6.6	.0043	1.9	13,551	.0089	2,760	1,076	468	2,913	931	3,656	11,012	.0050	1,668	5,796	.0060	140
Flathead	B1	.....	32.8	.0211	10.1	34,375	.0227	7,003	3,880	1,310	5,850	619	.....	36,972	.0168	1,127	3,661	.0194	92
Kalispell	.....	.....	10.0	.0064	3.5	24,349	.0161	4,222	3,266	1,048	5,257		5,048	14,057	.0064	1,406	4,016	.0093	145
Gallatin	C3	.....	22.5	.0146	6.6	25,321	.0167	4,914	2,083	723	4,579	499	.....	32,663	.0148	1,452	4,949	.0153	105
Bozeman	.....	.....	11.8	.0077	3.6	19,179	.0127	3,714	1,918	591	3,908	350	*	22,420	.0102	1,900	6,228	.0104	135
Garfield	E2	.....	2.2	.0014	.8	1,396	.0009	456	35	*	*	17	.....	2,888	.0013	1,313	3,610	.0012	86
Glacier	B1	.....	9.8	.0063	2.6	10,667	.0071	2,521	846	*	2,326	276	.....	15,890	.0072	1,621	6,112	.0070	111
Golden Valley	D3	.....	1.4	.0009	.4	524	.0003	129	60	.....	.....	37	.....	1,664	.0008	1,189	4,160	.0007	78
Granite	B2	.....	2.8	.0018	1.0	2,853	.0019	770	42	38	792	63	.....	4,672	.0021	1,669	4,672	.0020	111
Hill	D1	.....	14.5	.0094	4.3	15,771	.0105	3,434	3,103	532	3,068	44	.....	20,152	.0092	1,390	4,687	.0096	102
Havre	.....	.....	8.3	.0053	2.7	13,756	.0091	2,844	2,665	532	2,877	44	*	12,048	.0055	1,452	4,462	.0065	123
Jefferson	C3	.....	4.1	.0026	1.1	2,612	.0017	640	326	120	490	97	.....	5,068	.0022	1,236	4,607	.0021	81
Judith Basin	D2	.....	3.3	.0022	.9	2,754	.0018	467	.....	.....	842	38	.....	5,759	.0027	1,745	6,399	.0023	105
Lake	B2	.....	14.1	.0091	4.1	9,969	.0066	2,491	1,622	320	1,829	257	.....	15,245	.0069	1,081	3,718	.0073	80
Lewis & Clark	B2	.....	25.0	.0161	7.9	26,471	.0175	6,153	2,853	952	6,054	657	.....	47,500	.0215	1,900	6,013	.0192	119
Helena	.....	.....	17.8	.0115	5.8	23,984	.0159	5,401	2,280	952	5,717	570	8,402	33,536	.0152	1,884	5,782	.0147	128
Liberty	C1	.....	2.1	.0014	.6	2,264	.0015	351	180	*	466	18	.....	4,866	.0022	2,317	8,110	.0018	129
Lincoln	A1	.....	9.0	.0058	2.8	5,967	.0039	2,011	789	122	1,107	188	.....	10,289	.0047	1,143	3,675	.0047	81
McCone	F2	.....	3.2	.0020	.9	1,964	.0013	339	62	*	324	20	.....	6,080	.0028	1,900	6,756	.0022	110
Madison	C3	.....	5.9	.0038	1.9	3,579	.0024	761	261	27	819	149	.....	7,292	.0033	1,236	3,838	.0031	82
Meagher	C2	.....	2.1	.0014	.7	1,479	.0010	207	35	.....	*	19	.....	3,990	.0018	1,900	5,700	.0015	107
Mineral	A2	.....	2.1	.0013	.7	1,452	.0010	386	101	*	*	36	.....	1,751	.0008	834	2,501	.0010	77
Missoula	B2	.....	36.2	.0234	10.9	39,541	.0261	8,730	3,065	1,545	10,364	1,556	.....	65,960	.0299	1,822	6,051	.0275	116
Missoula	.....	.....	23.1	.0149	7.0	36,010	.0238	7,017	2,043	1,398	9,625	1,556	*	41,745	.0189	1,807	5,964	.0190	132
Musselshell	E3	.....	5.5	.0036	1.8	5,007	.0033	1,239	232	353	1,093	159	.....	7,732	.0035	1,406	4,296	.0035	97
Park	D3	.....	12.3	.0079	3.9	14,558	.0096	3,155	1,031	328	2,772	434	.....	20,325	.0092	1,652	5,212	.0091	115
Livingston	.....	.....	7.9	.0051	2.5	12,335	.0081	2,558	720	328	2,772	371	1,842	14,395	.0065	1,822	5,758	.0067	131
Petroleum	E2	.....	.9	.0006	.3	583	.0004	203	.....	.....	*	16	.....	1,404	.0307	1,560	4,680	.0006	100
Phillips	E1	.....	6.3	.0040	2.0	6,184	.0041	1,232	679	69	1,409	153	.....	9,535	.0043	1,513	4,763	.0042	105

*Withheld to avoid disclosure.

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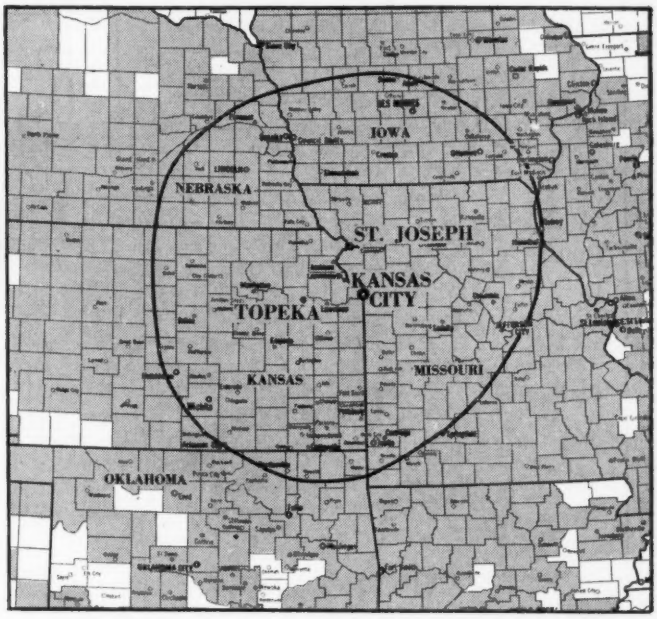
Before using these figures, see explanation page 15.



KCMO Points the Way to Profits

Here's your Mid-America Market

And here are the Mid-America facts—Cattle, grain and other farm products . . . an expanding and tremendously diversified manufacturing picture . . . service industries at every turn . . . a big, healthy, wealthy farm, small-town and city buying public—that's the Mid-America served by KCMO.



The map shows the prosperous Mid-America market and how KCMO's powerful 50,000 watt signal at 810 Kc ***blankets*** *213 counties inside the measured ½ mv contour. Mail counties shaded in grey total 470, and there's mail from 28 states all told!*



METROPOLITAN MARKET FACTS

	Retail Sales	Food Sales	Drug Sales	Radio Homes	Population
Greater Kansas City	$1,073,582,000	$200,675,000	$56,263,000	248,345	837,300
St. Joseph	86,957,000	18,250,000	5,123,000	27,221	76,800
Topeka	110,588,000	21,988,000	3,453,000	31,693	92,100
Total	$1,271,127,000	$240,913,000	$64,839,000	307,259	1,006,200

GREATER KANSAS CITY includes all of Jackson and Clay Counties in Missouri; Johnson and Wyandotte Counties in Kansas—including Kansas City, Mo., Kansas City, Kan., North Kansas City, Mo., and Independence, Mo.



MID-AMERICA MARKET FACTS

	Retail Sales	Food Sales	Drug Sales	Radio Homes	Population	Farm Families
Missouri	$3,993,395,000	$841,005,000	$149,728,000	1,132,057	4,027,200	239,590
Kansas	1,906,835,000	405,733,000	58,874,000	577,775	1,937,800	139,410
Iowa	2,652,048,000	478,726,000	57,846,000	745,130	2,641,100	211,350
Nebraska	1,521,869,000	289,621,000	41,693,000	379,000	1,338,600	111,430
Oklahoma	1,823,868,000	402,823,000	65,400,000	617,105	2,252,500	169,370
Total	$11,898,015,000	$2,417,908,000	$373,541,000	3,072,010	12,197,100	871,150

SALES FIGURES are from Sales Management's 1952 Survey of Buying Power; Population figures from 1950 census; Farm families from SRDS Consumer Markets; Radio homes from Broadcasting-Telecasting estimates.

Here's the station to cover Mid-America BEST

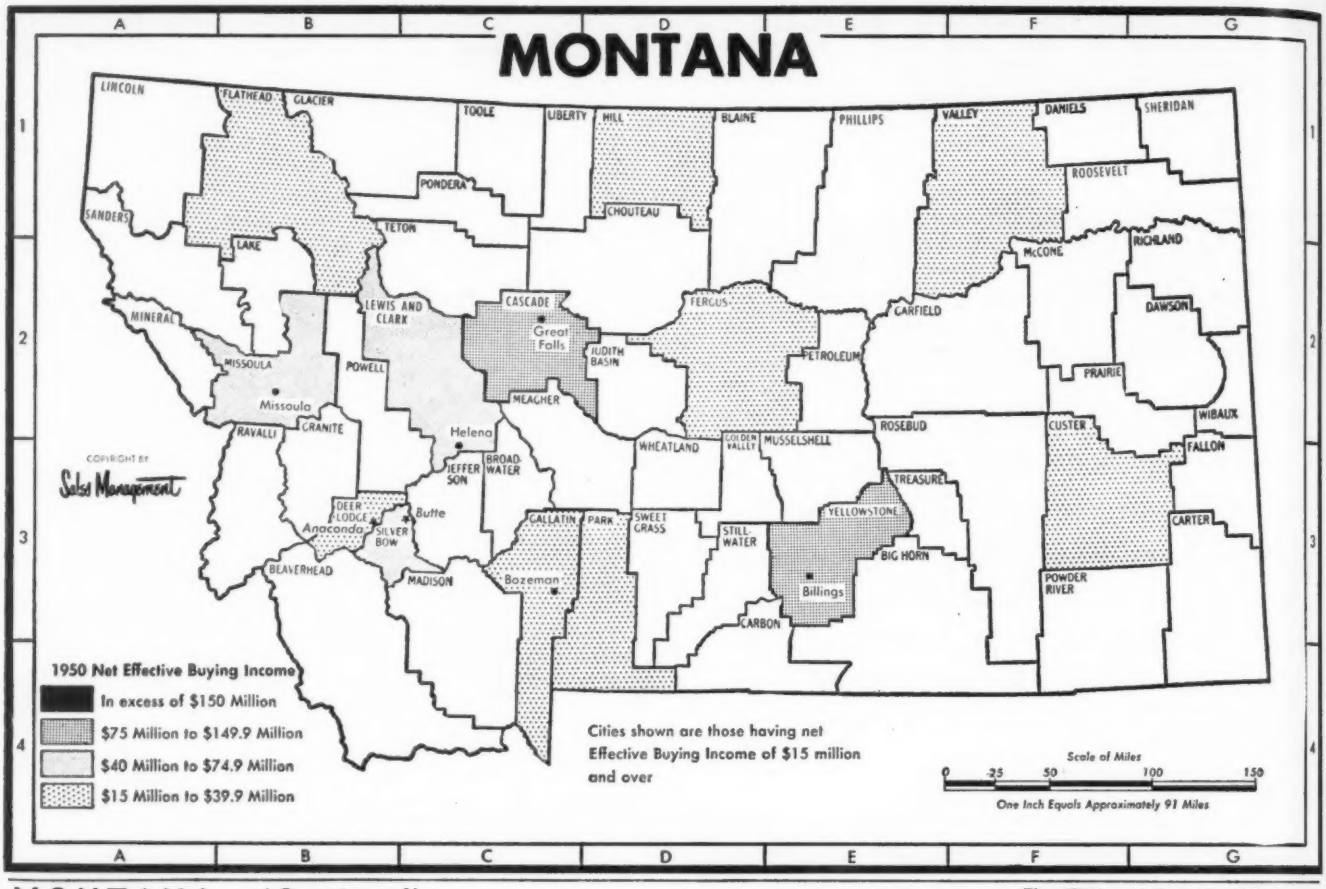
The recently-completed "Survey of Listening Habits" in rural and small-town Mid-America proves that KCMO's 50,000 watt signal at 810 Kc reaches more customers than any other station . . . at one *low* rate.

KCMO

Greater Kansas City's ONLY
50,000 Watt Station for Mid-America

810 Kc.

National Representative: **THE KATZ AGENCY**



MONTANA — (Continued)

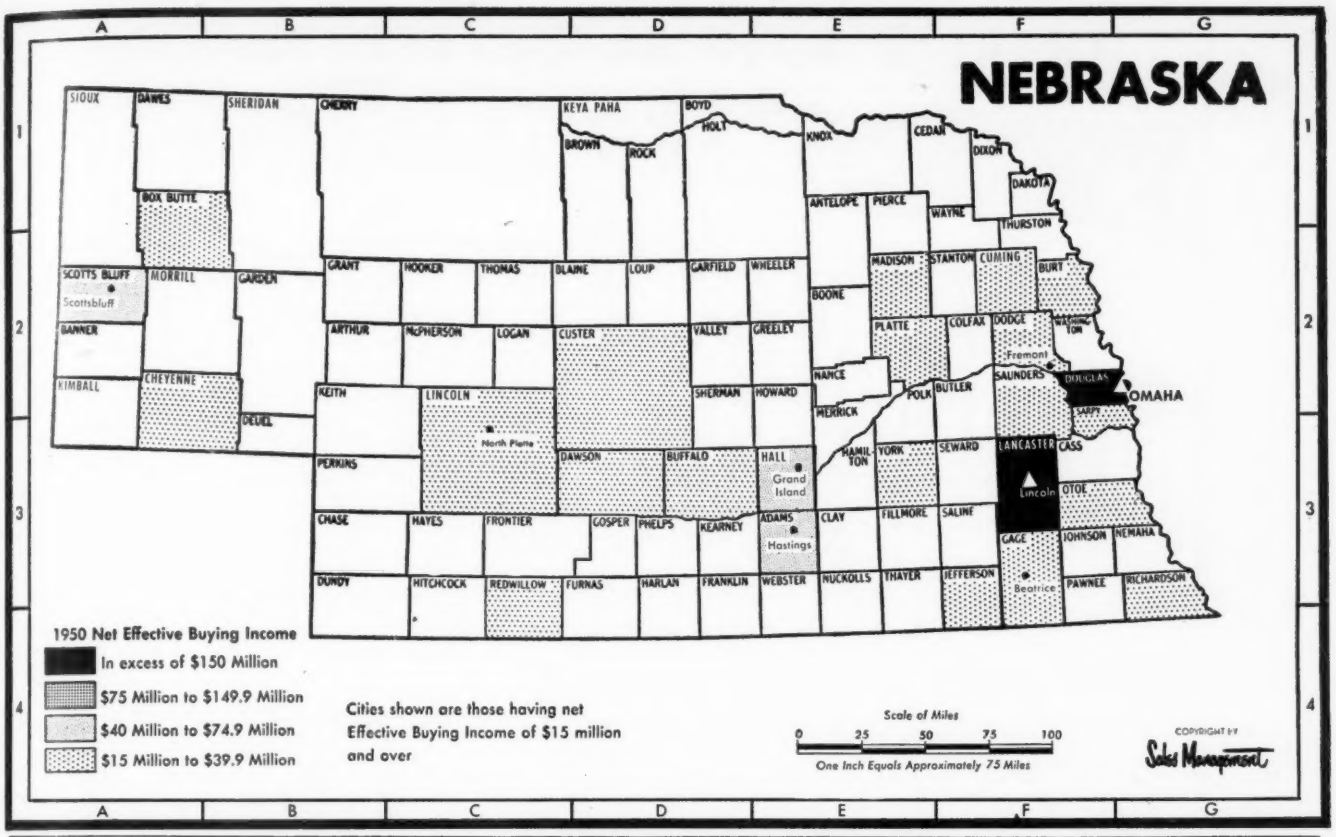
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Pondera	C1		6.5	.0042	1.8	8,096	.0054	1,130	1,172	149	1,125	230		10,741	.0049	1,652	5,967	.0049	117
Powder River	F3		2.8	.0018	.9	1,133	.0007	295	122	*	212	19		3,632	.0016	1,297	4,036	.0014	78
Powell	B2		6.4	.0042	1.8	4,967	.0033	1,515	306	*	1,040	59		8,402	.0038	1,313	4,668	.0037	86
Prairie	F2		2.4	.0015	.7	2,008	.0013	468	35	*	*	18		3,374	.0016	1,406	4,820	.0015	100
Ravalli	B2		13.1	.0085	4.2	9,816	.0065	2,322	1,107	483	2,420	258		15,982	.0072	1,220	3,805	.0073	86
Richland	G2		10.5	.0068	3.1	12,248	.0081	2,417	1,077	326	3,542	297		13,461	.0061	1,282	4,342	.0068	100
Roosevelt	F1		9.7	.0062	2.7	12,746	.0084	2,238	1,148	337	2,104	350		12,736	.0058	1,313	4,717	.0067	100
Rosebud	E2		6.6	.0043	1.8	5,104	.0034	1,193	508	88	908	152		8,257	.0037	1,251	4,587	.0037	86
Sanders	A1		7.1	.0046	2.3	3,971	.0026	946	1,153	*	267	149		8,222	.0038	1,158	3,575	.0036	78
Sheridan	G1		6.5	.0042	1.8	7,132	.0048	1,424	570	*	1,330	157		12,351	.0056	1,900	6,862	.0051	121
Silver Bow	B3		48.3	.0311	15.9	55,414	.0366	14,873	5,541	2,918	11,266	1,264		84,294	.0382	1,745	5,302	.0363	117
Butte-Anaconda			*44.8*	*.0289*	*14.8*	*62,358*	*.0413*	*16,764*	*5,638*	*3,347*	*13,784*	*1,388*	*31,900*	*76,800*	*.0349*	*1,714*	*5,189*	*.0356*	*122*
Butte			33.2	.0214	11.2	50,609	.0335	12,983	4,987	2,918	11,266	1,205	30,898	60,493	.0275	1,823	5,401	.0281	131
Stillwater	D3		5.3	.0035	1.7	4,431	.0029	819	263	*	250	197		5,402	.0025	1,019	3,178	.0028	80
Sweet Grass	D3		3.7	.0023	1.1	3,952	.0026	677	317	52	234	21		5,028	.0023	1,359	4,571	.0024	104
Teton	B1		7.2	.0047	2.2	7,959	.0053	1,279	635	190	1,647	235		11,675	.0052	1,622	5,307	.0051	109
Toole	C1		7.0	.0045	2.0	8,208	.0054	1,473	714	355	1,591	185		11,678	.0053	1,668	5,839	.0052	116
Treasure	E3		1.4	.0009	.4	1,256	.0009	203	142	.....	*	32		1,687	.0008	1,205	4,218	.0009	100
Valley	F1		11.1	.0072	3.3	11,553	.0076	2,266	915	231	3,057	339		19,029	.0086	1,714	5,766	.0080	111
Wheatland	D3		3.3	.0021	1.0	3,585	.0024	712	80	*	1,010	20		6,013	.0028	1,822	6,013	.0025	119
Wibaux	G2		1.9	.0012	.5	1,434	.0009	478	.....	*	*	16		2,201	.0010	1,158	4,402	.0010	83
Yellowstone	E3		58.8	.0380	17.9	74,219	.0490	13,388	5,828	4,252	16,150	2,128		99,919	.0453	1,699	5,582	.0450	118
Billings			33.3	.0215	10.8	62,797	.0415	10,432	4,964	3,816	14,943	1,906	68,743	64,799	.0294	1,946	6,000	.0314	148
Total Above Cities			213.7	.1379	68.5	348,533	.2305	70,605	34,434	17,035	78,061	8,753	157,691	373,789	.1696	1,749	5,457	.1814	132
State Total			601.1	.3879	181.9	632,385	.4181	134,428	61,037	23,831	130,441	15,360		929,706	.4218	1,547	5,111	.4139	107
Per Capita Sales						1,052		224	102	40	217	26							
Per Family Sales						3,477		739	338	131	717	84							

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



(Other West North Central States: Iowa, p. 294; Kansas, p. 306; Minnesota, p. 370; Missouri, p. 381; North Dakota, p. 464; South Dakota, p. 532.)

— NEBRASKA — Counties and Cities

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alliance	Box Butte	8.0	23	5	6	10	3
Beatrice	Gage	11.9	34	6	14	18	9
Columbus	Platte	8.9	26	8	10	15	6
Fairbury	Jefferson	6.4	21	4	5	13	4
Falls City	Richardson	6.2	15	4	8	14	3
Fremont	Dodge	15.0	49	8	12	19	4
Grand Island	Hall	23.5	69	8	20	32	7
Hastings	Adams	20.6	46	10	13	29	12
Kearney	Buffalo	12.3	42	8	11	23	4
Lexington	Dawson	5.2	15	4	4	6	3
Lincoln	Lancaster	100.5	208	18	44	53	39
McCook	Redwillow	7.8	20	5	8	15	4
Nebraska City	Otoe	6.8	23	6	7	11	5
Norfolk	Madison	11.4	40	8	17	14	5
North Platte	Lincoln	15.8	36	6	11	19	8
Omaha	Douglas	253.8	585	58	116	129	119
Scottsbluff	Scotts Bluff	12.9	48	9	17	22	6
Sidney	Cheyenne	5.5	17	4	7	10	3
York	York	6.3	15	5	12	14	3

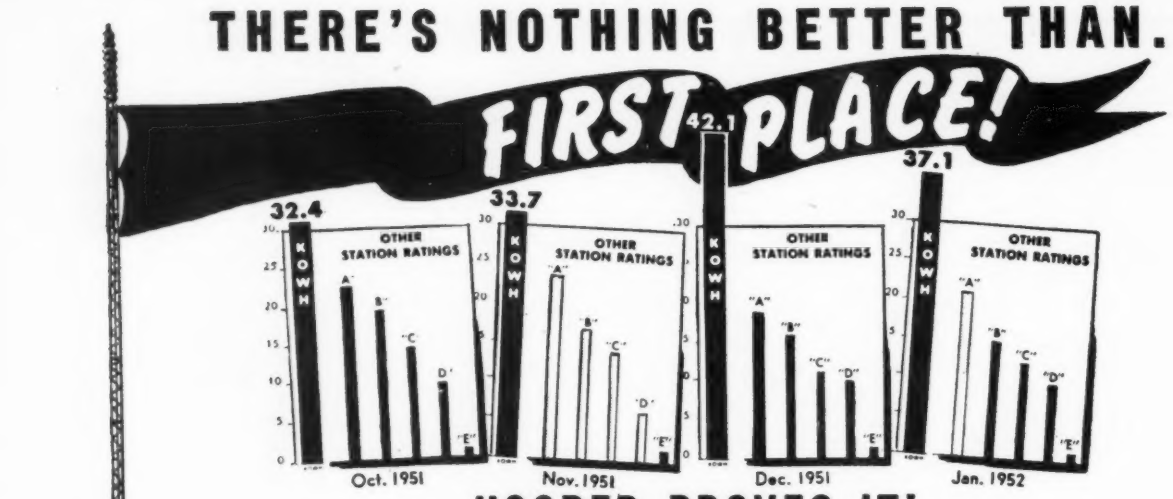
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	E3		29.5	.0190	8.5	38,365	.0254	5,748	4,642	1,493	13,177	1,166		48,638	.0221	1,649	5,722	.0224	118
Hastings			20.6	.0133	6.6	34,875	.0231	5,276	4,642	1,493	13,177	1,048	16,118	36,688	.0166	1,781	5,559	.0179	135
Antelope	E1		11.6	.0075	3.6	11,704	.0077	2,023	830	428	2,324	215		13,323	.0060	1,149	3,701	.0067	89
Arthur	B2		.9	.0006	.2	268	.0002	74						1,020	.0005	1,133	5,100	.0003	50
Banner	A2		1.3	.0008	.4	42		12						1,359	.0006	1,045	3,398	.0004	50
Blaine	D2		1.2	.0008	.3	781	.0005	107	100		*	17		1,519	.0007	1,266	5,063	.0006	75
Boone	E2		10.7	.0069	3.2	9,686	.0064	1,536	728	378	1,876	200		11,972	.0054	1,119	3,741	.0060	87
Box Butte	A1		12.6	.0082	3.8	17,623	.0117	3,447	1,768	659	3,603	315		18,549	.0084	1,472	4,881	.0094	115
Alliance			8.0	.0052	2.4	14,817	.0098	2,937	1,474	564	3,275	237	1,206	12,835	.0059	1,604	5,348	.0069	133
Boyd	D1		4.8	.0031	1.5	4,856	.0032	998	143	29	599	97		5,584	.0026	1,163	3,723	.0029	94
Brown	D1		5.2	.0033	1.6	8,227	.0054	1,252	425	171	914	147		6,660	.0030	1,281	4,163	.0039	118
Buffalo	D3		25.6	.0164	8.0	32,214	.0213	5,788	3,623	2,153	6,834	851		28,264	.0128	1,104	3,533	.0161	98
Kearney			12.3	.0079	3.8	23,494	.0155	3,728	3,422	1,841	5,476	487	10,739	17,379	.0079	1,413	4,573	.0102	129
Burt	F2		11.6	.0075	3.6	12,142	.0081	2,634	382	704	1,753	326		19,641	.0089	1,693	5,456	.0084	112
Butler	F2		11.4	.0074	3.7	8,697	.0057	1,688	738	235	1,059	241		10,742	.0049	942	2,903	.0056	76
Cass	F3		16.6	.0107	5.2	12,551	.0083	2,735	245	238	2,112	396		16,379	.0074	987	3,150	.0083	78
Cedar	E1		13.9	.0090	3.8	12,104	.0080	2,148	1,098	126	1,747	380		15,347	.0070	1,104	4,039	.0077	86
Chase	B3		5.2	.0033	1.6	7,376	.0049	1,333	398	277	2,161	141		7,045	.0032	1,355	4,403	.0037	112
Cherry	B1		8.3	.0054	2.5	11,069	.0073	1,581	668	979	2,308	240		14,421	.0065	1,737	5,768	.0065	120

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

THERE'S NOTHING BETTER THAN...



HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M. — 6 P.M., Monday through Saturday, from October, 1951, through January, 1952.

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- *Largest share of audience,* both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., 1951)

Represented Nationally By
The Bolling Co.

Kowh
OMAHA

"Americas' Most Listened - To Independent Station"

NEBRASKA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

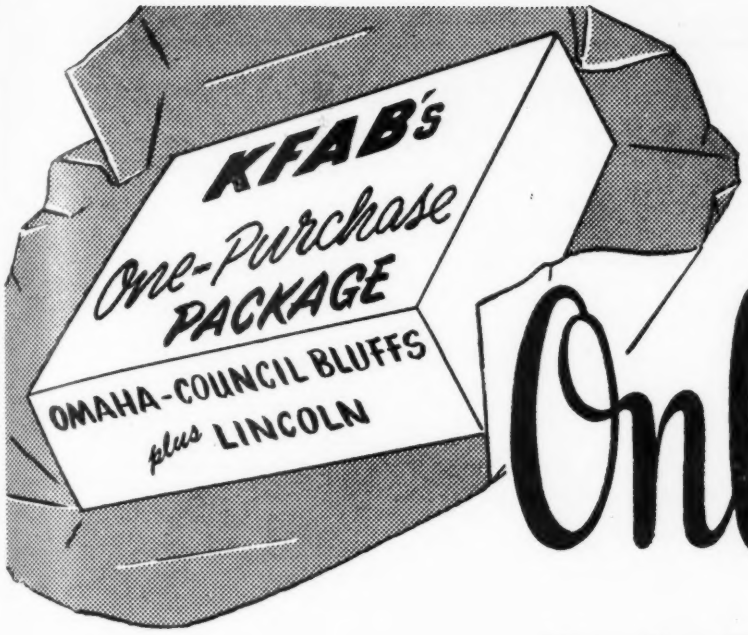
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Cheyenne	A2	.....	12.4	.0080	3.7	15,844	.0105	2,960	1,159	727	3,747	404	.....	19,356	.0088	1,561	5,231	.0092	115
Sidney	.....	.....	5.5	.0036	1.5	12,187	.0081	2,264	772	566	3,122	294	*	10,039	.0045	1,825	6,693	.0054	150
Clay	E3	.....	8.7	.0056	3.0	6,264	.0041	1,546	212	214	842	136	.....	8,713	.0040	1,001	2,904	.0044	79
Colfax	F2	.....	10.3	.0067	3.2	14,236	.0094	2,256	1,168	352	2,504	233	.....	14,401	.0065	1,398	4,500	.0074	110
Cuming	F2	.....	13.2	.0085	3.7	15,115	.0100	2,234	1,680	549	2,033	339	.....	24,485	.0111	1,855	6,618	.0103	121
Custer	D2	.....	19.1	.0123	5.9	18,605	.0123	3,928	1,874	1,152	2,783	592	.....	26,705	.0121	1,398	4,526	.0122	99
Dakota	F1	.....	10.6	.0068	3.0	9,006	.0060	2,125	295	160	400	231	.....	8,744	.0040	825	2,915	.0052	76
Dawes	A1	.....	9.8	.0064	2.9	12,623	.0083	2,662	680	495	2,941	269	.....	13,557	.0061	1,383	4,675	.0068	106
Dawson	D3	.....	19.8	.0128	6.1	32,173	.0213	4,953	2,344	970	8,891	740	.....	33,524	.0152	1,693	5,496	.0166	130
Lexington	.....	.....	5.2	.0033	1.5	12,500	.0082	1,856	1,084	457	2,852	389	*	10,180	.0046	1,958	6,787	.0054	164
Deuel	B3	.....	3.3	.0021	1.0	5,968	.0040	710	388	105	1,065	124	.....	4,859	.0022	1,472	4,859	.0027	129
Dixon	F1	.....	9.2	.0059	2.8	7,933	.0052	1,479	292	171	1,234	180	.....	10,975	.0050	1,193	3,920	.0052	88
Dodge	F2	.....	26.7	.0173	8.5	35,802	.0237	6,869	3,529	1,691	6,197	661	.....	37,724	.0171	1,413	4,438	.0191	110
Fremont	.....	.....	15.0	.0097	4.9	25,347	.0168	5,137	2,774	1,278	5,417	465	*	22,526	.0102	1,502	4,597	.0121	125
Douglas	F2	100	284.3	.1835	84.3	371,205	.2454	74,340	47,234	24,168	83,695	12,398	.....	552,332	.2506	1,943	6,552	.2356	128

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Industrial data for *all* counties . . . covering essential information from the 1947 Census of Manufacture plus projections made by SALES MANAGEMENT for the year 1951 . . . are available on IBM cards. Write Market Statistics, Inc., 432 Fourth Avenue., New York 16, N. Y., or phone MUrray Hill 4-3559.



HOOPER PROVES IT

Only one...

Omaha Radio Station Can Also Quantitatively Deliver Lincoln—Nebraska's Second Market!

(Three times the audience of any other Omaha station)

. . . In fact, KFAB is the only station in Nebraska with the capacity (signal and listenership) to deliver Nebraska's two top markets (Omaha and Lincoln) plus Council Bluffs, Iowa, and a rich rural area comprising most of Nebraska, Western Iowa, Northern Kansas, Northwest Missouri and Southern South Dakota.

Hooper Radio Index — City-Lincoln — October-November 1951

Total Rated Time Periods	Radio Sets in Use	KFAB	Station B	Station C	Station D	Station E	Station F
	24.7	37.9	34.3	11.1	8.0	4.1	0.7

A BIG ONE-STATION, ONE-PURCHASE PACKAGE

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

MORE ADVERTISERS USE KOIL THAN ANY OTHER STATION IN THE MARKET BECAUSE . . .

KOIL INSISTS Your Advertising PAY OFF in OMAHA–COUNCIL BLUFFS

KOIL'S "PLUS PLAN" OF MERCHANDISING

KOIL *makes* your advertising bring results! KOIL's Merchandising *PLUS* Plan, the most complete in the area, can include:

- *Street Car Cards*
- *Product Salesmen Meetings*
- *Taxi Signs*
- *Personal Calls where they do the most good*
- *Promotion Announcements*
- *Newspaper Advertising*
- *Promotion Brochures*
- *Dealer tie-ins at point-of-sale*

Market Facts in the KOIL Region

Population	985,300
Total Retail Sales	$1,092,836,000
Food Store Sales	207,690,000
Gen'l Mdse. Store Sales	115,957,000
Drug Store Sales	31,938,000
Effective Buying Income (1951)	1,530,513,000

Above based on 1952 Sales Management Survey of Buying Power Estimates, 1951-52 Consumer Markets, BMB Daytime Audience Area.

IMPORTANT! — KOIL blankets the Omaha trading territory without expensive coverage lost in thinly settled areas.

W. J. NEWENS Manager

EDW. PETRY & CO., Inc. National Representatives

KOIL

OMAHA-COUNCIL BLUFFS

BASIC ABC 1290 K.C. 5000 WATTS

Want more facts? Contact your Petry man or write, call KOIL today!

NEBRASKA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Omaha	.....	.....	253.8	.1638	75.9	359,566	.2377	72,208	45,657	24,168	83,630	12,263	532,087	500,589	.2272	1,972	6,595	.2177	133
Dundy	B3	.....	4.3	.0027	1.4	5,894	.0039	830	334	56	916	42	.....	5,571	.0026	1,296	3,979	.0030	111
Fillmore	E3	.....	9.6	.0062	3.1	7,088	.0047	1,854	384	105	879	307	.....	10,172	.0046	1,060	3,281	.0050	81
Franklin	D3	.....	7.1	.0046	2.4	7,038	.0047	1,539	275	218	328	157	.....	10,348	.0047	1,457	4,312	.0047	102
Frontier	C3	.....	5.1	.0033	1.6	3,446	.0022	519	437	51	704	40	.....	6,084	.0027	1,193	3,803	.0027	82
Furnas	D3	.....	9.3	.0060	3.2	10,455	.0070	2,296	77	425	1,775	308	.....	12,599	.0057	1,355	3,937	.0062	103
Gage	F3	.....	28.4	.0184	8.6	28,327	.0187	5,863	2,317	1,445	6,849	981	.....	37,212	.0169	1,310	4,327	.0177	96
Beatrice	.....	.....	11.9	.0077	4.0	21,500	.0142	4,198	1,976	1,285	6,157	652	*	18,739	.0085	1,575	4,685	.0100	130

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

WOW-TV

Channel Six in OMAHA

A MEREDITH STATION

FRANK FOGARTY, General Manager
FRED EBENER, Sales Manager
JOHN BLAIR-TV, National Reps.

★ Leading the way in Midwest Television
★ Serving one of the fastest growing markets in U. S.
★ NBC and Dumont Shows plus top-notch Local Programming
★ Low-cost, high-rated participations now available

We publish the newspaper that sells a market of 1½ million people with 2 billion dollars to spend

•

The OMAHA WORLD-HERALD is read in 3 out of 5 homes in NEBRASKA and WESTERN IOWA

Here's the Picture . . .

Nebraska-Western Iowa Market Summary*

(93 Counties, Nebraska; 10 Counties, Western Iowa)

Population	1,566,100
Total Buying Income	$2,295,314,000
Total Retail Sales	1,756,664,000

1951 Retail Sales

General Merchandise	$ 171,923,000
Food	333,359,000
Drugs	47,633,000
Automobile	347,261,000
Furniture, Household and Radio	85,663,000

* 1952 Sales Management Survey of Buying Power

Publisher's Statement, total net paid circulation average, March, 1952

249,377 Daily . . . 258,569 Sunday

Omaha World-Herald

O'MARA & ORMSBEE, *National Representatives*

New York, Chicago, Detroit, Los Angeles, San Francisco

NEBRASKA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALE SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Garden	B2	.....	4.0	.0025	1.3	3,449	.0023	913	193	63	641	102	.....	7,716	.0035	1,929	5,935	.0029	116
Garfield	D2	.....	3.0	.0020	.9	3,199	.0021	566	140	177	526	41	.....	3,135	.0015	1,045	3,483	.0018	90
Gosper	D3	.....	2.6	.0017	.8	1,997	.0013	254	55	.....	*	39	.....	3,137	.0014	1,207	3,921	.0014	82
Grant	B2	.....	1.1	.0007	.3	1,148	.0008	309	41	.....	*	16	.....	2,058	.0009	1,871	6,860	.0008	114
Greeley	E2	.....	5.6	.0036	1.6	4,941	.0032	904	116	260	688	190	.....	6,348	.0029	1,134	3,968	.0031	88
Hall	E3	.....	33.0	.0213	10.1	42,827	.0284	8,555	5,153	1,961	9,348	1,056	.....	56,362	.0256	1,708	5,580	.0256	120
Grand Island	.....	.....	23.5	.0152	7.4	39,234	.0260	7,755	4,580	1,783	8,855	989	22,049	43,940	.0199	1,870	5,938	.0208	137
Hamilton	E3	.....	8.8	.0057	2.9	7,178	.0047	1,621	181	467	1,050	136	.....	11,270	.0051	1,281	3,886	.0051	89
Harlan	D3	.....	7.2	.0046	2.2	6,221	.0041	1,412	485	256	1,232	117	.....	8,378	.0038	1,163	3,807	.0041	89
Hayes	C3	.....	2.4	.0016	.8	584	.0004	26	.....	*	*	.....	.....	3,921	.0018	1,634	4,901	.0013	81
Hitchcock	C3	.....	6.0	.0038	1.8	5,305	.0035	788	563	187	1,168	181	.....	6,269	.0028	1,045	3,483	.0032	84
Holt	D1	.....	15.0	.0097	4.3	15,345	.0102	2,763	1,020	451	3,260	319	.....	14,801	.0067	987	3,442	.0084	87
Hooker	C2	.....	1.1	.0007	.3	1,980	.0013	96	565	.....	505	17	.....	1,020	.0005	927	3,400	.0008	114
Howard	E2	.....	7.2	.0047	2.4	5,655	.0037	1,187	313	270	499	129	.....	6,571	.0030	913	2,738	.0036	77
Jefferson	F3	.....	13.5	.0087	4.3	14,912	.0099	2,855	1,883	865	2,802	385	.....	20,074	.0091	1,487	4,668	.0093	107
Fairbury	.....	.....	6.4	.0041	2.2	11,669	.0077	2,138	1,664	721	2,595	280	3,350	11,120	.0050	1,738	5,055	.0056	137
Johnson	F3	.....	7.3	.0047	2.4	7,013	.0046	1,337	296	236	1,459	189	.....	7,736	.0035	1,060	3,223	.0041	87
Kearney	D3	.....	6.5	.0042	2.0	7,515	.0050	1,867	217	280	1,910	156	.....	8,036	.0036	1,236	4,018	.0041	98
Keith	B2	.....	7.4	.0048	2.3	11,834	.0078	1,775	580	802	3,529	229	.....	9,806	.0045	1,325	4,263	.0056	117
Keya Paha	D1	.....	2.1	.0013	.6	1,066	.0007	373	208	.....	.....	19	.....	1,823	.0008	868	3,038	.0009	69
Kimball	A2	.....	4.5	.0029	1.3	6,047	.0040	1,114	347	288	1,419	153	.....	7,220	.0033	1,604	5,554	.0034	117
Knox	E1	.....	14.9	.0096	4.4	14,534	.0096	2,215	913	452	3,845	406	.....	14,701	.0066	987	3,341	.0081	84
Lancaster	F3	77	122.0	.0788	37.7	137,340	.0908	22,781	26,985	5,380	22,528	4,783	.....	229,917	.1044	1,885	6,099	.0952	121
▲Lincoln	.....	.....	100.5	.0649	32.2	129,905	.0859	21,139	22,079	5,035	22,250	4,710	*	189,398	.0860	1,885	5,882	.0817	126
Lincoln	C2	.....	28.1	.0181	8.6	37,073	.0245	8,093	3,859	1,901	7,172	980	.....	33,908	.0153	1,207	3,943	.0186	103
North Platte	.....	.....	15.8	.0102	5.1	31,623	.0209	7,069	3,604	1,790	6,774	824	*	21,404	.0097	1,355	4,197	.0131	128
Logan	C2	.....	1.4	.0009	.4	732	.0005	212	39	*	.....	18	.....	1,897	.0009	1,355	4,743	.0008	89
Loup	D2	.....	1.3	.0009	.4	632	.0004	111	80	.....	*	18	.....	975	.0004	750	2,438	.0005	56
McPherson	C2	.....	.8	.0005	.2	284	.0002	51	60	.....	.....	.....	.....	742	.0004	928	3,710	.0004	80
Madison	E2	.....	24.5	.0158	7.2	36,675	.0243	5,892	4,144	2,673	6,451	672	.....	31,016	.0141	1,268	4,308	.0175	111
Norfolk	.....	.....	11.4	.0073	3.6	26,761	.0177	4,312	3,568	2,242	5,484	416	9,626	17,120	.0078	1,502	4,756	.0107	147
Merrick	E2	.....	8.9	.0057	2.9	9,850	.0065	1,406	807	470	893	227	.....	12,188	.0055	1,369	4,203	.0058	102
Morrill	A2	.....	8.3	.0054	2.3	8,575	.0057	1,743	449	502	1,215	292	.....	9,287	.0042	1,119	4,038	.0049	91
Nance	E2	.....	6.6	.0043	2.0	5,393	.0035	948	411	305	757	120	.....	7,189	.0033	1,089	3,595	.0036	84
Nemaha	G3	.....	10.8	.0069	3.4	9,123	.0061	2,039	476	218	1,580	162	.....	15,899	.0072	1,472	4,676	.0068	99
Nuckolls	E3	.....	9.5	.0062	3.0	9,652	.0063	2,064	581	437	2,038	278	.....	11,465	.0052	1,207	3,822	.0057	92
Otoe	F3	.....	17.0	.0109	5.4	17,955	.0119	3,371	2,013	843	3,496	470	.....	21,772	.0099	1,281	4,032	.0107	95
Nebraska City	.....	.....	6.8	.0044	2.2	11,954	.0079	2,226	1,694	380	2,451	313	3,765	9,312	.0042	1,369	4,233	.0053	120
Pawnee	F3	.....	6.6	.0043	2.2	4,649	.0031	904	384	149	739	122	.....	6,993	.0031	1,060	3,179	.0033	77
Perkins	B3	.....	4.9	.0032	1.5	5,782	.0038	1,091	270	103	1,433	146	.....	7,431	.0034	1,517	4,954	.0035	109
Phelps	D3	.....	9.2	.0059	2.9	13,180	.0087	2,748	1,068	1,172	3,136	297	.....	15,032	.0068	1,634	5,183	.0072	122
Pierce	E1	.....	9.4	.0031	2.9	9,082	.0060	1,182	580	291	1,552	202	.....	10,657	.0048	1,134	3,675	.0054	89
Platte	E2	.....	20.2	.0130	5.8	24,457	.0162	4,231	3,032	959	3,928	567	.....	22,303	.0102	1,104	3,845	.0126	97
Columbus	.....	.....	8.9	.0058	2.5	18,959	.0125	3,047	2,938	812	3,608	474	*	11,531	.0052	1,296	4,612	.0075	129
Polk	E2	.....	8.0	.0052	2.5	7,573	.0050	1,365	116	333	804	279	.....	8,478	.0038	1,060	3,391	.0044	85
Redwillow	C3	.....	13.1	.0084	4.1	20,578	.0136	3,612	2,298	1,143	4,595	477	.....	21,793	.0099	1,664	5,315	.0107	127
McCook	.....	.....	7.8	.0050	2.5	18,037	.0120	3,053	1,642	1,015	4,055	296	*	13,553	.0062	1,738	5,421	.0077	154
Richardson	G3	.....	16.9	.0109	5.3	18,819	.0125	3,475	1,443	1,208	3,558	393	.....	21,018	.0095	1,251	3,966	.0107	98
Falls City	.....	.....	6.2	.0040	2.0	13,247	.0087	2,212	1,318	917	3,113	225	4,435	9,947	.0045	1,604	4,974	.0056	140
Rock	D1	.....	3.0	.0019	.9	3,354	.0022	562	208	179	*	20	.....	3,886	.0018	1,295	4,318	.0019	100
Saline	F3	.....	14.1	.0091	4.8	13,366	.0088	2,707	680	532	2,884	301	.....	16,194	.0073	1,149	3,374	.0081	81
Sarpy	F2	100	16.5	.0107	4.4	5,460	.0036	1,569	120	217	817	230	.....	19,438	.0089	1,178	4,418	.0077	72
Saunders	F2	.....	16.9	.0109	5.5	15,747	.0104	3,918	740	603	2,999	320	.....	19,160	.0087	1,134	3,484	.0097	69
Scotts Bluff	A2	.....	34.3	.0221	9.9	48,803	.0323	9,507	5,260	2,542	11,315	1,146	.....	52,017	.0236	1,517	5,254	.0259	117
Scottsbluff	.....	.....	12.9	.0083	4.1	33,108	.0219	6,047	4,225	1,678	8,951	640	9,801	19,944	.0090	1,546	4,864	.0127	153
Seward	F3	.....	13.2	.0085	4.2	11,632	.0077	2,696	507	474	1,848	345	.....	15,551	.0070	1,178	3,703	.0075	88
Sheridan	B1	.....	9.7	.0063	2.9	11,901	.0079	2,424	1,346	793	1,987	319	.....	12,279	.0056	1,266	4,234	.0064	102

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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Be sure to read the explanatory introduction starting on page 15.

"They're Testing Me in Lincoln"

And here is the reason why . . .

LINCOLN IS A REPRESENTATIVE MARKET COVERED BY KFOR AT LOW COST TO YOU



Located in rich, agricultural Mid-America, Lincoln is Nebraska's Capital City Market. Lincoln offers a variety of industries spearheaded by such large manufacturing plants as Goodyear Tire and Rubber Co., Elgin National Watch Co. and Western Electric Co. Strong local independent drug, grocery and appliance outlets make Lincoln an ideal test market.

Facts on the KFOR Market

Radio Homes (1951)	89,180
Total Retail Sales	$281,715,000
Food Store Sales	51,386,000
Gen'l Mdse Store Sales	40,566,000
Drug Store Sales	9,368,000

Above Based on 1951 Sales Management Survey of Buying Power, 1951-52 SRDS Consumer Markets, BMB Daytime Audience Area

KFOR IS LINCOLN'S TOP STATION

	KFOR	Station "B"	Station "C"
Morning	54.7	3.5	1.9
Afternoon	34.1	9.7	2.4
Evening	27.3	10.2	4.8

Above figures from Hooper Survey October-November, 1951

BASIC ABC **KFOR** 1240 KC

LINCOLN, NEBRASKA

GEORGE X. SMITH, Station Manager

EDW. PETRY & CO., Inc., National Representatives

TEST IT ON KFOR-LINCOLN!

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEBRASKA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sherman	D2		6.3	.0041	1.9	4,192	.0027	1,062	167	183	213	42		6,030	.0027	957	3,174	.0030	73
Sioux	A1		3.1	.0020	1.0	1,513	.0010	341	35	*	*	20		4,288	.0020	1,383	4,288	.0017	85
Stanton	F2		6.5	.0042	1.9	3,961	.0027	830	80	*	136	97		8,902	.0040	1,370	4,685	.0037	88
Thayer	E3		10.6	.0068	3.4	10,101	.0066	2,130	607	817	1,250	283		11,389	.0052	1,074	3,350	.0059	87
Thomas	C2		1.2	.0008	.4	778	.0005	194	60	*	*	18		1,414	.0006	1,178	3,535	.0006	75
Thurston	F2		8.6	.0055	2.4	6,966	.0047	1,021	542	*	738	188		10,887	.0050	1,266	4,536	.0050	91
Valley	D2		7.3	.0047	2.3	6,613	.0043	1,748	424	233	1,022	187		7,412	.0033	1,015	3,223	.0039	83
Washington	F2		11.6	.0075	3.5	9,905	.0066	2,583	273	229	1,227	182		13,494	.0061	1,163	3,855	.0065	87
Wayne	F1		10.3	.0067	2.9	9,866	.0065	1,663	764	324	2,229	147		16,078	.0073	1,561	5,544	.0069	103
Webster	E3		7.3	.0047	2.4	6,645	.0044	1,436	242	272	947	185		8,916	.0041	1,221	3,715	.0043	91
Wheeler	E2		1.5	.0009	.5	459	.0003	133	30			17		1,877	.0008	1,251	3,754	.0007	78
York	E3		14.4	.0093	4.5	15,726	.0104	2,783	1,184	998	4,798	389		20,133	.0092	1,398	4,474	.0098	103
York			6.3	.0041	2.1	13,128	.0087	2,142	846	998	3,952	292	1,521	10,201	.0046	1,619	4,858	.0057	139
Total Above Cities			538.8	.3478	166.5	851,911	.5633	158,744	109,959	49,023	195,194	25,294	614,697	986,445	.4475	1,831	5,925	.4620	133
State Total			1,338.6	.8639	407.3	1,521,869	1.0063	289,621	156,100	75,714	304,018	41,693		1,997,509	.9063	1,492	4,904	.9278	107
Per Capita Sales						1,137		216	117	57	227	31							
Per Family Sales						3,736		711	383	186	746	102							

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

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RICH, WELL-BALANCED MARKET

Radio WOW ALONE *delivers a powerful signal to 485,000 homes in the rich WOW-Land, 200-county market. No other station or combination of stations can cover this rich market—so thoroughly, so economically.*

WOW
A MEREDITH STATION

OMAHA
Room 280 Insurance Bldg.
Represented by
JOHN BLAIR & COMPANY

★ 590 KC
★ 5,000 WATTS
★ NBC

NEBRASKA — SM Standard Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lincoln	.....	77	122.0	.0788	37.7	137,340	.0908	22,781	26,985	5,380	22,528	4,783	.....	229,917	.1044	1,885	6,099	.0952	121
Omaha	.....	100	371.5	.2399	109.9	444,062	.2936	91,658	53,364	27,336	95,575	14,624	.....	676,363	.3070	1,821	6,154	.2896	121

NEVADA — Counties and Cities —

(Other Mountain States: Arizona, p. 194; Colorado, p. 221; Idaho, p. 263; Montana, p. 394; New Mexico, p. 420; Utah, p. 578; Wyoming, p. 616.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Elko	Elko	5.4	13	3	4	11	4
Ely	White Pine	3.4	14	2	4	9	3
Las Vegas	Clark	28.1	38	11	31	37	12
Reno	Washoe	34.9	72	12	30	34	23

Churchill	C2	.....	6.2	.0040	1.9	8,430	.0056	1,170	557	*	1,624	97	.....	7,296	.0033	1,177	3,840	.0040	100
Clark	F5	.....	54.0	.0349	16.8	57,617	.0382	12,338	5,319	2,562	13,551	2,041	.....	108,614	.0483	1,972	6,340	.0426	122
Las Vegas	.....	.....	28.1	.0181	9.4	46,918	.0310	9,034	4,609	2,476	12,779	1,470	16,088	59,330	.0269	2,111	6,312	.0264	145
Douglas	C3	.....	2.0	.0013	.5	2,325	.0015	325	521	*	548	132	.....	3,046	.0014	1,523	6,092	.0014	100
Elko	E1	.....	11.6	.0074	3.5	14,815	.0098	2,949	1,342	623	2,967	563	.....	14,652	.0067	1,263	4,186	.0078	105
Elko	.....	.....	5.4	.0035	1.6	10,611	.0070	2,274	507	499	2,640	376	*	9,720	.0044	1,800	6,075	.0050	143
Esmeralda	D4	.....	.6	.0004	.3	233	.0002	46	.....	*	92	.....	.....	602	.0002	1,003	2,007	.0002	50
Eureka	E2	.....	.9	.0006	.3	855	.0006	453	.....	.....	.....	38	.....	1,121	.0005	1,246	3,737	.0006	100
Humboldt	D1	.....	4.8	.0031	1.4	6,418	.0042	1,612	729	77	1,232	100	.....	6,896	.0032	1,437	4,926	.0035	113
Lander	E2	.....	1.8	.0012	.6	1,761	.0012	398	60	.....	289	90	.....	2,960	.0013	1,644	4,933	.0013	108
Lincoln	F3	.....	3.8	.0024	1.1	2,672	.0017	789	436	*	604	167	.....	4,867	.0022	1,281	4,425	.0021	88
Lyon	C3	.....	3.6	.0023	1.0	3,199	.0021	966	290	.....	260	111	.....	3,676	.0017	1,021	3,676	.0019	83
Mineral	D3	.....	6.2	.0040	1.9	3,442	.0023	1,316	156	52	540	97	.....	6,865	.0031	1,107	3,613	.0030	75
Nye	D3	.....	3.0	.0020	1.1	3,338	.0022	1,270	231	*	810	95	.....	4,774	.0022	1,591	4,340	.0022	110
Ormsby	C3	.....	4.2	.0027	1.3	4,816	.0032	1,286	240	*	756	329	.....	4,942	.0022	1,177	3,802	.0026	98
Pershing	C2	.....	3.2	.0021	1.0	3,480	.0023	643	48	*	959	49	.....	5,315	.0024	1,661	5,315	.0023	110
Storey	C3	.....	.7	.0004	.3	532	.0004	164	.....	*	.....	.....	.....	546	.0003	780	1,820	.0004	100
Washoe	C1	.....	55.1	.0356	17.9	87,255	.0577	14,715	8,169	4,998	17,776	5,870	.....	114,424	.0519	2,077	6,392	.0504	142
Reno	.....	.....	34.9	.0226	11.7	78,742	.0521	11,655	7,001	4,710	16,788	5,426	*	76,701	.0348	2,198	6,556	.0375	166

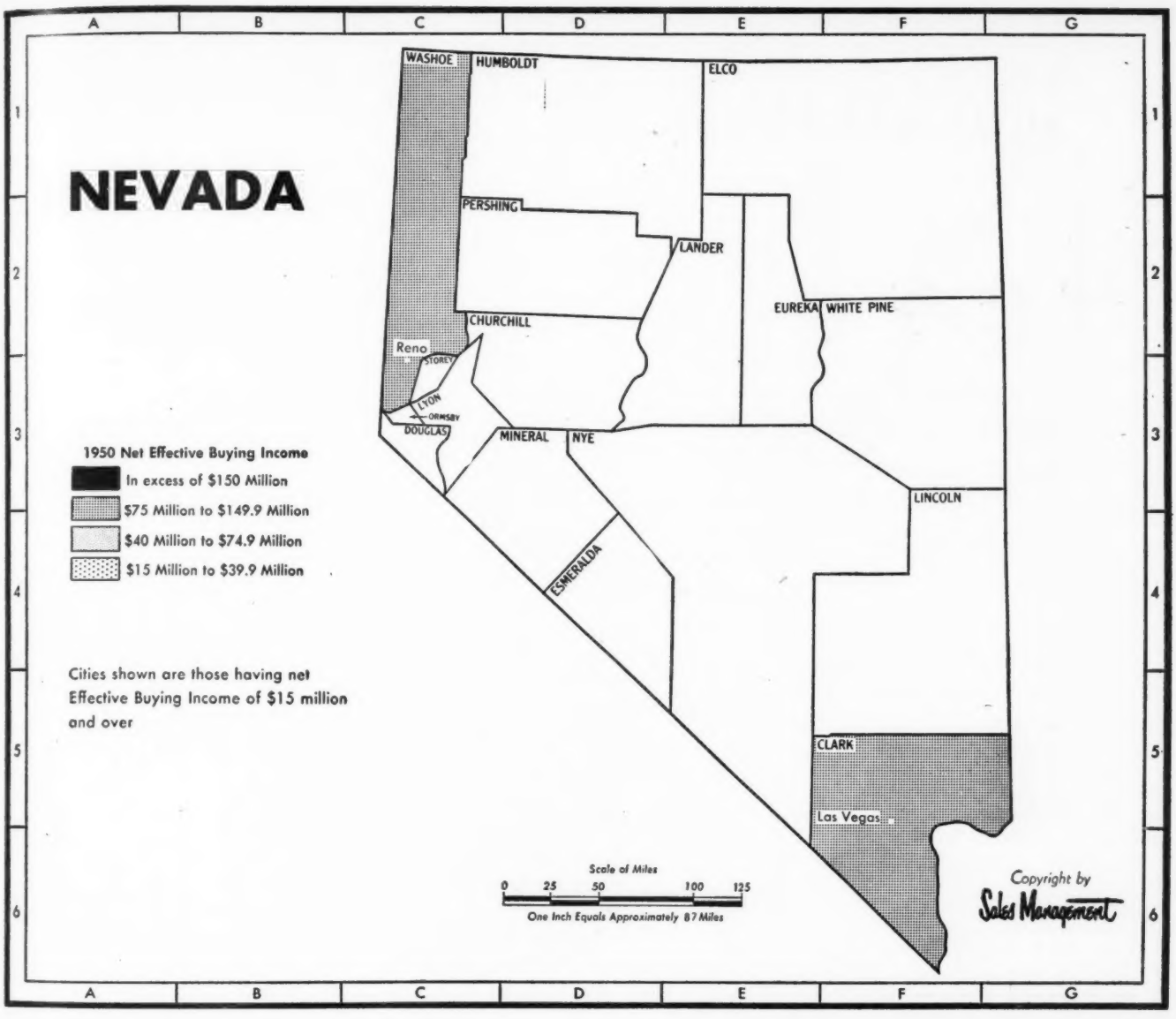
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

All consumer advertising bought this year . . . or any year . . . is bought on the basis of — and aimed at — available *income.* Sales are past history . . . a measure of what advertising *has* done. Income measures what it *can* do . . . frequently raises the advertiser's sights to goals far beyond those indicated by sales figures.

SALES MANAGEMENT'S Survey of Buying Power alone . . . as the only authority on the yearly distribution of income . . . can open up new opportunities for selling and advertising efforts.



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NEVADA — (Continued)

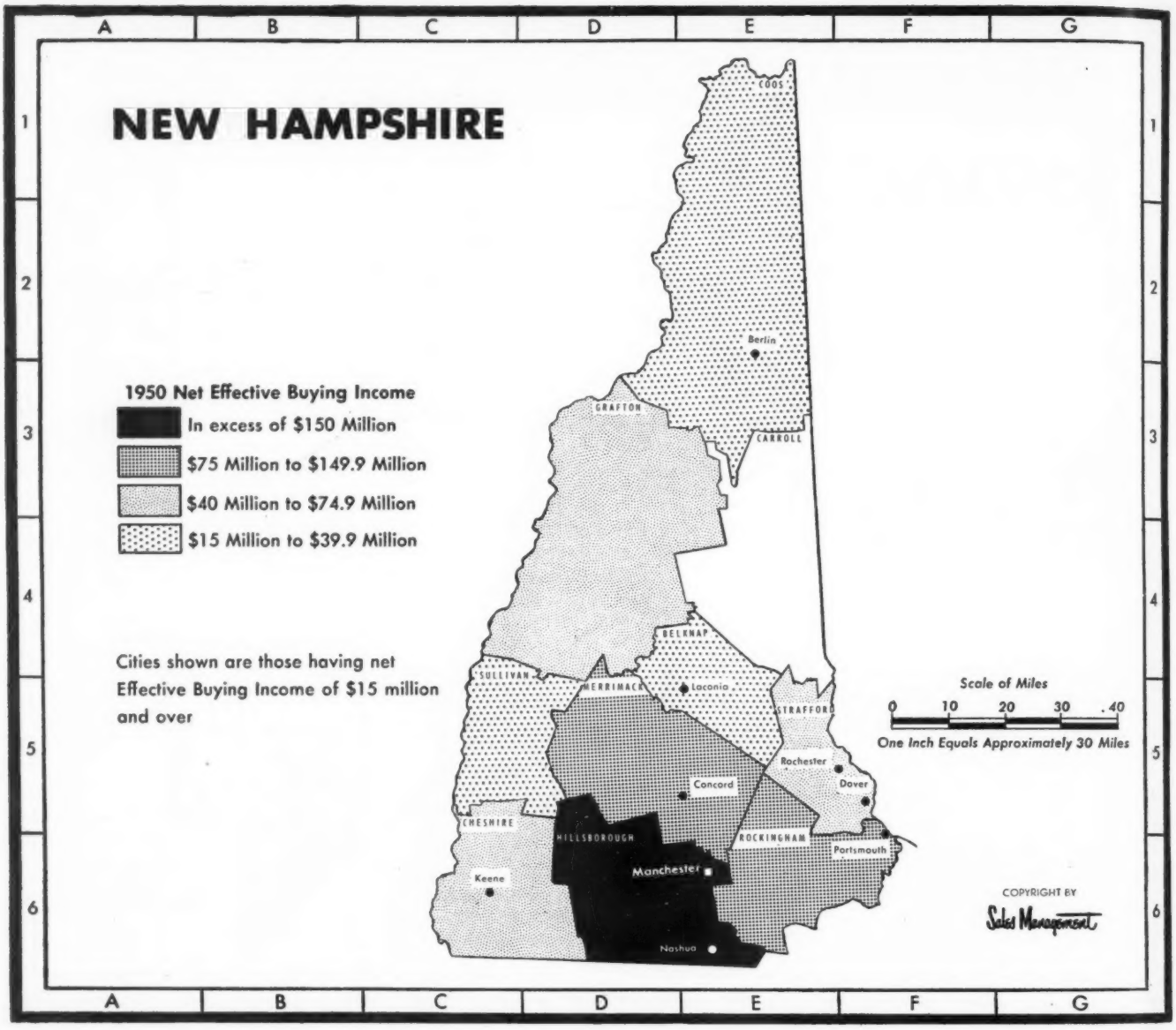
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
White Pine	F2		9.1	.0058	2.7	11,298	.0074	2,939	1,210	416	2,304	489	.....	9,445	.0043	1,038	3,498	.0055	95
Ely	.....	.....	3.4	.0021	.9	7,683	.0051	2,039	270	332	2,074	271	*	4,470	.0021	1,315	4,967	.0030	143
Total Above Cities	.....	.....	71.8	.0463	23.6	143,954	.0952	25,002	12,387	8,017	34,281	7,543	16,088	150,221	.0682	2,092	6,385	.0719	155
State Total	.....	.....	170.8	.1102	53.6	212,686	.1406	43,379	19,308	9,259	44,312	10,268	.....	297,941	.1352	1,744	5,589	.1318	120
Per Capita Sales	.....	.....	.....	.....	.....	1,245	.....	254	113	54	259	60	.....	.....	.....	.....	.....	.....	----
Per Family Sales	.....	.....	.....	.....	.....	3,968	.....	809	360	173	827	192	.....	.....	.....	.....	.....	.....	.....

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



NEW HAMPSHIRE — Counties and Cities — (Other New England States: Connecticut, p. 225; Maine, p. 328; Massachusetts, p. 336; Rhode Island, p. 522; Vermont, p. 581.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Berlin	Coos	16.6	80	10	16	9	8
Claremont	Sullivan	12.3	51	9	14	17	6
Concord	Merrimack	28.5	91	10	22	21	13
Dover	Strafford	16.4	74	10	20	13	8
Keene	Chesire	16.0	46	7	13	16	5
Laconia	Belknap	15.1	61	7	19	19	9
Lebanon	Grafton	8.8	35	5	10	7	5
Manchester	Hillsborough	84.6	313	28	61	45	31
Nashua	Hillsborough	35.5	124	16	32	18	17
Portsmouth	Rockingham	19.5	82	8	23	15	6
Rochester	Strafford	14.3	66	8	15	19	7

Counties / Cities	Map Code	Met. Area	Population SM Estimates 1/1/52: Total (thousands)	% of U.S.A.	Families (thousands)	Retail Sales — 1951 SM Estimates: Dollars (add 000)	% of U.S.A.	Five Store Groups (in thousands of dollars—add 000): Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Merchant Wholesaler Sales 1951 SM Estimates (add 000)	Effective Buying Income SM Estimates — 1951: Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Belknap	E4	.....	27.1	.0175	8.3	30,879	.0204	9,318	1,535	2,199	5,176	795	.....	30,886	.0140	1,140	3,721	.0165	49
Laconia	.....	.....	15.1	.0097	4.5	22,082	.0146	5,972	1,077	2,009	4,109	516	4,662	18,175	.0082	1,204	4,039	.0104	107

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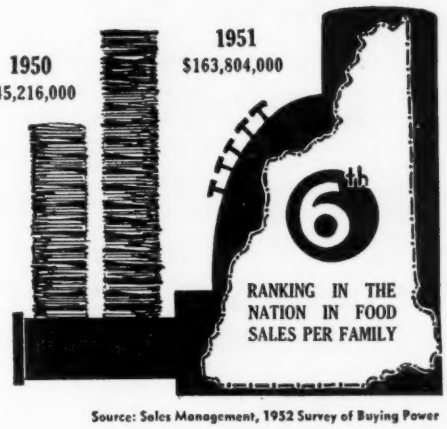
Before using these figures, see explanation page 15.

For a description of all the new features in this year's *Survey,* see introduction, starting on page 15.

FOOD DOLLARS HIT A NEW RECORD HIGH IN NEW HAMPSHIRE

And They're Ahead 11.3 Per Cent For '51 In This Quality Market

Cost-wise and coverage-wise no other media top these Newspapers in this, the SIXTH-RANKING FOOD MARKET. Their influence is Strongest and their penetration Deepest in that area where population is Densest—the Six County Trade Area of Belknap, Grafton, Hillsborough, Merrimack, Rockingham and Strafford. For therein reside 78% of Granite State families and therein are made 78% of Food Purchases.



Source: Sales Management, 1952 Survey of Buying Power

MANCHESTER UNION LEADER
NEW HAMPSHIRE SUNDAY NEWS
The State Newspapers Covering the New Hampshire Market

Story, Brooks & Finley – National Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW HAMPSHIRE — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Carroll	E3	.....	16.2	.0104	5.1	15,999	.0106	5,581	440	524	2,281	485	.....	15,305	.0070	945	3,001	.0088	85
Cheshire	C5	.....	39.7	.0256	12.0	33,197	.0219	11,379	1,407	1,174	4,780	913	.....	43,182	.0195	1,088	3,599	.0214	84
Keene	.....	.....	16.0	.0104	4.9	21,991	.0145	6,273	989	864	3,723	533	*	25,689	.0117	1,606	5,243	.0123	118
Coos	E1	.....	36.0	.0232	10.2	32,232	.0214	10,598	1,772	1,745	4,857	896	.....	42,397	.0193	1,178	4,157	.0207	89
Berlin	.....	.....	16.6	.0107	4.8	16,516	.0110	5,776	1,228	1,336	2,634	345	*	18,704	.0085	1,127	3,897	.0097	91
Grafton	D3	.....	48.8	.0315	13.9	48,836	.0323	13,842	2,627	2,124	8,524	1,862	.....	63,180	.0286	1,295	4,545	.0303	96
Lebanon	.....	.....	8.8	.0057	2.6	10,227	.0067	2,768	418	644	1,591	309	1,515	14,472	.0066	1,645	5,566	.0064	112
Hillsborough	D6	85	160.4	.1036	48.1	168,696	.1115	52,001	11,232	12,612	21,998	3,646	.....	216,002	.0980	1,347	4,491	.1032	100
▲Manchester	.....	.....	84.6	.0546	25.7	99,558	.0659	29,700	6,798	8,554	13,420	2,111	52,905	121,538	.0551	1,437	4,729	.0582	107
Nashua	.....	.....	35.5	.0229	10.4	42,141	.0278	13,532	2,999	2,971	4,962	1,083	11,792	46,422	.0211	1,308	4,464	.0235	103
Merrimack	D5	.....	64.1	.0413	18.2	56,385	.0373	15,587	5,376	1,931	8,395	1,961	.....	93,753	.0426	1,463	5,151	.0408	99
Concord	.....	.....	28.5	.0184	7.8	33,361	.0221	8,588	4,015	1,247	5,297	1,338	18,144	50,175	.0227	1,761	6,433	.0216	117

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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NASHUA—*Again Proven New Hampshire's Richest Market*

FACTS ARE FACTS — NASHUA'S FAMILY SALES RECORD STILL LEADS

Total Retail Sales	Food Sales	General Mdse. Sales	Furniture-Household Sales	Drug Sales
NASHUA $4,052	NASHUA $1,301	NASHUA $288	NASHUA $285	NASHUA $104
New Hampshire $3,302	New Hampshire $1,017	New Hampshire $198	New Hampshire $178	New Hampshire $90

OVER 20 New Diversified Industries In Three Years
That Is Why Nashua Is Regarded As The "Shining Example" By "Industrial Development Reports" of Boston
That Explains Nashua's $46,422,000 Effective Buying Income and $42,141,000 Retail Sales

NASHUA TELEGRAPH
Nashua, New Hampshire
The Family Newspaper—Proud To Be Welcome In Over 10,500 Homes Each Evening
Represented by The Julius Mathews Special Agency, Inc.

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DROP WHAT YOU'RE DOING . . . and 'PHONE JMSA!

. . . Tell Them That You've Just Read That The Federal Government Is, Starting Right Now,

SPENDING $46,000,000.00*

On The New

PORTSMOUTH AIR FORCE BASE,

And That You Wish To

ADD THE HERALD TO YOUR LIST!

*A Figure That Will Probably Be Doubled and Possibly Be Tripled.

National Representative

THE JULIUS MATHEWS SPECIAL AGENCY, INC.

- Boston
- New York
- Detroit
- Chicago
- Syracuse
- Philadelphia
- Pittsburgh

The Portsmouth Herald

Portsmouth — New Hampshire

NEW HAMPSHIRE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rockingham	E6		71.8	.0464	22.0	66,980	.0443	22,307	2,121	2,556	9,431	1,714		102,288	.0484	1,425	4,649	.0458	99
Portsmouth			19.5	.0126	6.0	26,137	.0173	7,413	1,085	1,477	5,070	712	7,003	36,612	.0166	1,878	6,102	.0160	127
Strafford	E5		52.9	.0341	15.1	49,297	.0326	15,143	2,884	2,671	7,253	1,689		68,488	.0311	1,295	4,536	.0322	94
Dover			16.4	.0106	4.8	23,233	.0153	6,236	1,449	1,499	3,240	786	2,598	24,199	.0110	1,476	5,041	.0122	115
Rochester			14.3	.0092	4.4	16,341	.0108	4,928	1,115	599	3,486	497	2,247	20,001	.0091	1,399	4,546	.0096	104
Sullivan	C4		26.1	.0169	8.1	29,197	.0193	8,048	2,534	1,208	6,723	583		28,051	.0127	1,075	3,483	.0155	82
Claremont			12.3	.0079	4.0	19,982	.0132	4,734	1,836	901	5,536	310	1,743	13,539	.0061	1,101	3,385	.0086	109
Total Above Cities			267.6	.1727	79.9	331,569	.2192	96,920	23,009	22,101	53,068	8,540	102,609	389,526	.1767	1,456	4,875	.1885	109
State Total			543.1	.3505	161.0	531,698	.3516	163,804	31,928	28,744	79,418	14,544		703,532	.3192	1,295	4,370	.3352	96
Per Capita Sales						979		302	59	53	146	27							
Per Family Sales						3,302		1,017	198	178	493	90							

NEW HAMPSHIRE — SM Standard Metropolitan County Area

Manchester		85	160.4	.1036	48.1	168,696	.1115	52,001	11,232	12,612	21,998	3,648		216,002	.0980	1,347	4,491	.1032	100

NEW JERSEY — Counties and Cities — (Other Middle Atlantic States: New York, p. 422; Pennsylvania, p. 501.)

New Jersey state map—page 418

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Asbury Park	Monmouth	17.8	132	17	34	23	15
Atlantic City	Atlantic	62.9	401	48	84	29	46
Bayonne	Hudson	77.7	480	44	62	25	41
Belleville	Essex	32.8	140	7	13	13	13
Bergenfield	Bergen	19.5	36	6	17	11	6
Bloomfield	Essex	50.4	196	20	26	16	23
Boonton	Morris	7.9	45	4	12	10	6
Bound Brook	Somerset	8.7	61	6	9	14	4
Bridgeton	Cumberland	19.1	113	11	23	24	8
Burlington	Burlington	12.8	59	7	11	13	5
Camden	Camden	128.4	650	47	92	55	57
Cliffside Park	Bergen	17.9	86	6	17	6	8
Clifton	Passaic	67.1	216	8	16	22	15
Collingswood	Camden	15.7	40	4	8	7	10
Cranford Township	Union	19.3	41	4	4	3	4
Dover	Morris	11.8	68	12	12	19	6
East Orange	Essex	79.7	275	23	66	42	35
Elizabeth	Union	114.4	630	58	79	68	50
Englewood	Bergen	24.2	77	9	16	25	9
Fair Lawn	Bergen	25.9	46	3	5	5	6
Flemington	Hunterdon	3.1	18	8	10	12	3
Freehold	Monmouth	8.0	35	4	14	10	4
Garfield	Bergen	28.0	162	12	12	13	9
Hackensack	Bergen	30.5	120	20	52	32	12
Hammonton	Atlantic	8.7	36	4	9	8	3
Hillside Township	Union	21.8	90	1	7	9	8
Hoboken	Hudson	51.1	365	27	40	9	27
Irvington	Essex	60.4	283	16	42	62	25
Jersey City	Hudson	304.1	1,680	135	204	74	119
Kearny	Hudson	40.3	153	11	12	15	13
Linden	Union	32.4	137	9	20	23	11
Little Ferry	Bergen	5.1	19	....	1	21	1
Long Branch	Monmouth	24.3	109	11	25	19	14
Maplewood Township	Essex	24.8	62	4	11	9	10

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Before using these figures, see explanation page 15.

Atlantic City's Market QUALITY is 64% Above the National Average!

Per Capita Income $2,121 • Per Family Income $6,774

Atlantic City is the year-round shopping center for a metropolitan county area with 135,700 population. Their living needs . . . supplemented by the vacation spending of visitors . . . result in a retail sales volume 132% above average expectations for a city the size of Atlantic City.

On the basis of *actual* sales and the *full potential* represented by a per capita income of $2,121, Atlantic City earns a **"Quality of Market" Index of 164,** compared with a national 100. Throughout the entire metropolitan county area (permanent residents) the "Quality of Market" Index is 129 . . . second highest of the country's 162 metropolitan county areas.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — (Continued)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Millburn Township	Essex	14.0	32	3	11	4	5
Millville	Cumberland	16.7	73	10	13	12	6
Montclair	Essex	45.7	157	24	37	22	20
Morristown	Morris	17.9	92	12	25	25	12
Neptune Township	Monmouth	13.9	43	.....	10	11	3
New Brunswick	Middlesex	40.2	243	28	60	23	14
Newark	Essex	445.6	2,472	186	341	131	188
Newton	Sussex	6.0	28	1	15	8	3
North Bergen Township	Hudson	40.9	184	9	18	26	11
Nutley	Essex	28.3	87	8	8	4	11
Ocean City	Cape May	6.2	54	20	9	9	11
Orange	Essex	39.2	189	19	28	13	17
Passaic	Passaic	58.7	403	50	105	30	30
Paterson	Passaic	141.5	852	78	126	84	61
Pennsauken Township	Camden	23.5	48	2	7	9	4
Perth Amboy	Middlesex	42.8	274	30	52	31	21
Phillipsburg	Warren	19.3	109	2	9	13	3
Plainfield	Union	43.8	196	23	49	26	23
Pleasantville	Atlantic	12.2	68	5	10	8	4
Point Pleasant Beach	Ocean	3.0	19	6	9	7	3
Princeton	Mercer	13.0	29	6	13	12	6
Rahway	Union	22.2	78	10	14	17	7
Red Bank	Monmouth	13.4	69	14	27	23	9
Ridgewood	Bergen	18.2	44	6	19	18	7
Rutherford	Bergen	18.2	34	3	22	11	6
Salem	Salem	9.4	52	5	13	6	4
Somerville	Somerset	12.1	42	9	17	19	5
South Orange	Essex	15.5	32	2	11	13	6
South River	Middlesex	11.7	63	10	18	9	4
Summit	Union	18.5	50	7	13	17	6
Teaneck Township	Bergen	34.3	73	5	19	3	6
Trenton	Mercer	130.0	725	59	100	62	54
Union City	Hudson	56.0	390	40	65	26	35
Union Township	Union	39.3	105	7	16	7	10
Vineland	Cumberland	8.3	50	10	15	18	5
Washington	Warren	5.0	31	4	8	11	2
West New York	Hudson	38.3	237	31	44	17	20
West Orange	Essex	29.2	79	3	5	7	7
Westfield	Union	22.0	51	8	17	14	8
Westwood	Bergen	7.1	29	5	10	9	2
Wildwood	Cape May	5.7	69	11	11	12	6
Woodbridge Township	Middlesex	36.9	135	10	10	10	7
Woodbury	Gloucester	11.4	37	5	11	10	6

COUNTIES / CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Atlantic	D7	9	135.7	.0876	41.4	202,672	.1340	50,949	11,342	9,771	21,449	6,409	.....	243,385	.1104	1,794	5,879	.1129	129
▲Atlantic City	.....	.....	62.9	.0406	19.7	142,224	.0940	30,603	9,884	7,547	13,520	4,570	43,061	133,441	.0605	2,121	6,774	.0666	164
Pleasantville	.....	.....	12.2	.0079	3.7	13,997	.0093	4,451	499	454	3,276	423	•	18,942	.0086	1,553	5,119	.0087	110
Hammonton	.....	.....	8.7	.0056	2.3	12,141	.0080	2,932	453	632	2,901	241	•	14,108	.0064	1,622	6,134	.0067	120

▲ and △ See end of state for Standard Metropolitan County Areas.
•Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bergen	E2	96(b)	**560.5**	**.3618**	**166.2**	**473,764**	**.3133**	**159,268**	**15,974**	**26,935**	**83,136**	**12,340**	.....	**957,096**	**.4343**	**1,708**	**5,759**	**.3835**	**106**
Hackensack	.....	.....	30.5	.0197	8.8	93,517	.0619	25,339	10,598	7,302	15,371	1,997	14,178	61,533	.0280	2,017	6,992	.0365	185
Englewood	.....	.....	24.2	.0156	7.2	37,110	.0245	10,061	1,006	2,346	11,750	807	9,565	52,162	.0236	2,155	7,245	.0223	143
Ridgewood	.....	.....	18.2	.0118	5.6	30,150	.0199	8,330	694	1,771	9,771	1,219	1,373	44,579	.0202	2,449	7,961	.0184	156
Teaneck Township	.....	.....	34.3	.0221	9.7	22,662	.0150	13,602	220	1,284	1,039	416	1,028	82,231	.0374	2,397	8,477	.0276	125
Rutherford	.....	.....	18.2	.0117	5.6	18,144	.0120	5,706	404	1,395	5,311	555	*	34,207	.0155	1,880	6,108	.0137	117
Fair Lawn	.....	.....	25.9	.0168	7.8	15,845	.0105	7,430	210	347	538	670	*	45,573	.0206	1,760	5,843	.0168	100
Garfield	.....	.....	28.0	.0180	8.3	15,074	.0100	5,838	184	702	2,904	337	*	30,428	.0139	1,087	3,666	.0135	75
Westwood	.....	.....	7.1	.0046	2.1	12,817	.0084	3,835	402	1,468	3,539	163	556	12,855	.0058	1,811	6,121	.0063	137
Bergenfield	.....	.....	19.5	.0126	6.0	12,203	.0081	4,552	344	930	1,970	402	*	33,960	.0154	1,742	5,660	.0126	100
Little Ferry	.....	.....	5.1	.0033	1.8	12,127	.0080	1,666	.....	917	8,978	82	*	7,567	.0034	1,484	4,204	.0047	142
Cliffside Park	.....	.....	17.9	.0115	5.5	11,597	.0077	5,607	225	801	1,569	294	*	31,174	.0142	1,742	5,668	.0117	102
Burlington	D8	103	**143.3**	**.0925**	**35.2**	**103,435**	**.0684**	**30,541**	**2,716**	**3,462**	**19,856**	**2,407**	.....	**148,279**	**.0672**	**1,035**	**4,212**	**.0726**	**78**
Burlington	.....	.....	12.8	.0083	3.4	17,552	.0116	3,796	903	1,056	5,851	560	*	16,559	.0075	1,294	4,870	.0089	107
Camden	C6	103	**309.4**	**.1997**	**88.5**	**295,050**	**.1951**	**87,418**	**17,850**	**20,482**	**55,352**	**6,380**	.....	**453,467**	**.2058**	**1,466**	**5,124**	**.2014**	**101**
Camden	.....	.....	128.4	.0829	36.0	165,117	.1092	44,028	16,413	16,664	28,403	3,467	84,351	190,498	.0864	1,484	5,292	.0925	112
Collingswood	.....	.....	15.7	.0101	5.2	19,470	.0129	7,127	374	368	5,164	441	*	33,841	.0154	2,155	6,508	.0136	135
Pensauken Township	.....	.....	23.5	.0152	8.2	14,955	.0098	3,021	430	499	4,974	232	*	37,285	.0169	1,587	4,547	.0144	95
Cape May	C9	.....	**38.5**	**.0249**	**12.3**	**57,665**	**.0381**	**17,704**	**3,826**	**1,708**	**7,903**	**1,258**	.....	**62,431**	**.0283**	**1,622**	**5,076**	**.0306**	**123**
Wildwood	.....	.....	5.7	.0037	2.0	19,440	.0129	6,116	1,098	838	3,412	401	*	9,927	.0045	1,742	4,964	.0068	184
Ocean City	.....	.....	6.2	.0040	2.3	14,842	.0098	4,296	1,909	479	2,243	419	*	8,343	.0038	1,346	3,627	.0056	140
Cumberland	B8	.....	**91.8**	**.0592**	**26.8**	**98,674**	**.0652**	**26,185**	**4,251**	**5,757**	**18,693**	**1,895**	.....	**115,547**	**.0524**	**1,259**	**4,311**	**.0576**	**97**
Bridgeton	.....	.....	19.1	.0123	5.7	33,795	.0224	9,634	1,535	2,583	6,984	619	5,348	25,359	.0115	1,328	4,449	.0149	121
Vineland	.....	.....	8.3	.0054	2.4	32,699	.0216	6,763	1,676	1,650	6,027	861	*	13,600	.0061	1,639	5,667	.0106	196
Millville	.....	.....	16.7	.0107	5.2	18,591	.0123	5,287	771	1,131	4,523	339	*	19,584	.0089	1,173	3,766	.0103	95
Essex	E3	96(b)	**920.1**	**.5940**	**265.2**	**1,140,794**	**.7544**	**292,638**	**153,363**	**73,338**	**170,936**	**30,570**	.....	**2,046,713**	**.9286**	**2,224**	**7,718**	**.8094**	**136**
Newark	.....	.....	445.6	.2877	126.0	691,206	.4570	145,900	135,524	51,547	77,468	16,543	769,795	860,685	.3905	1,932	6,831	.3899	136
East Orange	.....	.....	79.7	.0514	25.2	97,686	.0646	25,110	8,395	5,820	22,267	2,501	17,601	222,706	.1011	2,794	8,838	.0802	156
Irvington	.....	.....	60.4	.0390	18.9	70,041	.0463	20,899	2,185	2,888	22,069	1,939	22,962	131,277	.0595	2,173	6,946	.0514	132

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

WHERE ELSE But in BRIDGETON, N. J.?

Retail sales $8,436,000 in excess of income! Food sales 114% above average! Automotive 111% above! Furniture - household 165% above!

Few market centers . . . of any size . . . anywhere . . . attract trade like Bridgeton . . . in some categories more than double average capacity!

Cumberland County families beat well-worn shopping paths to Bridgeton stores . . . and the News goes out over these routes to reach these shoppers in their homes . . . and sell them on advertised brands.

Bridgeton offers a terrific sales promise . . . the News helps fulfill it . . . as no other newspaper can.

BRIDGETON EVENING NEWS

Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Montclair			45.7	.0295	13.5	58,955	.0390	17,888	1,942	3,078	14,247	1,791	*	134,782	.0612	2,949	9,984	.0482	163
Orange			39.2	.0253	11.1	44,944	.0297	17,569	2,007	2,448	2,125	1,328	*	82,495	.0374	2,104	7,432	.0327	129
Bloomfield			50.4	.0326	15.0	40,610	.0269	14,540	1,666	2,002	4,285	1,733	13,808	125,163	.0568	2,483	8,344	.0430	132
Belleville			32.8	.0211	9.3	21,837	.0144	8,469	464	791	5,524	649	7,886	62,239	.0282	1,898	6,692	.0226	107
South Orange			15.5	.0100	4.2	19,288	.0128	4,469	238	455	8,766	687	*	56,670	.0257	3,656	13,493	.0187	187
Maplewood Township			24.8	.0160	6.7	18,177	.0120	6,853	177	769	5,144	618	*	71,431	.0324	2,880	10,661	.0230	144
Nutley			28.3	.0183	8.1	16,916	.0112	7,678	253	593	1,467	666	*	71,751	.0326	2,535	8,858	.0233	127
West Orange			29.2	.0189	8.3	15,620	.0103	5,106	149	611	2,350	428	*	70,004	.0318	2,397	8,434	.0228	121
Millburn Township			14.0	.0090	4.3	12,152	.0080	4,804	163	1,178	803	478	*	49,254	.0223	3,518	11,454	.0153	170
Gloucester	**B7**	**103**	**95.5**	**.0615**	**27.7**	**66,767**	**.0441**	**20,388**	**1,391**	**3,246**	**14,736**	**1,693**	.....	**85,643**	**.0389**	**897**	**3,092**	**.0450**	**73**
Woodbury			11.4	.0074	3.6	17,003	.0113	4,940	520	816	6,491	734	*	16,321	.0074	1,432	4,534	.0086	116
Hudson	**F3**	**96(b)**	**654.1**	**.4223**	**192.3**	**595,816**	**.3940**	**196,020**	**28,496**	**42,001**	**62,205**	**15,915**	.....	**1,128,042**	**.5117**	**1,725**	**5,866**	**.4585**	**109**
Jersey City			304.1	.1963	87.4	269,877	.1784	90,092	9,210	19,180	26,924	7,611	236,681	529,610	.2403	1,742	6,060	.2129	108
Union City			56.0	.0361	18.3	77,999	.0516	22,943	11,642	5,732	6,628	1,612	20,626	87,898	.0399	1,570	4,803	.0426	118
Bayonne			77.7	.0502	21.7	65,061	.0430	23,250	2,387	5,551	5,244	1,806	34,176	135,319	.0614	1,742	6,236	.0536	107

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



SEND FOR OUR UP-TO-DATE

1952 EDITION OF THE

STORY OF BAYONNE

NEW JERSEY

AND SEE WHY

"BAYONNE CANNOT BE SOLD FROM THE OUTSIDE"

BASED ON DATA COMPILED FROM

BUREAU OF CENSUS, DEPT. OF COMMERCE

BAYONNE RESEARCH SERVICE, CHAMBER OF COMMERCE

SALES MANAGEMENT, CONSUMER MARKETS . . . . . ETC.

THE BAYONNE TIMES

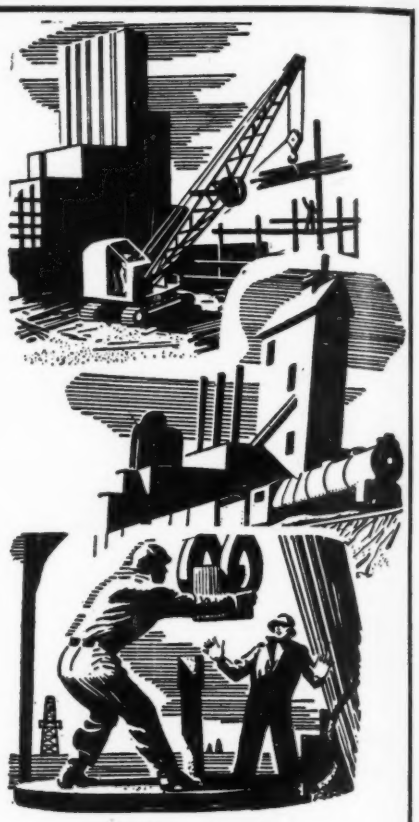
Nationally Represented by BOGNER & MARTIN

INDUSTRIES
ARE AT FULL BLAST IN
PERTH AMBOY!

EMPLOYMENT AND PAYROLLS ARE HIGHEST IN PAST TEN YEARS!

The busy industrial city of Perth Amboy is working night and day turning out its wide variety of products. Among them are: copper, copper wire, cable, lead, white lead, lead bullion, lead shot, formaldehyde, chemicals, chemical stoneware, terra cotta, hollow tile, fire brick, floor and wall tile, asphalt, asphalt shingles, roofing paper, carborundum, gasoline and petroleum products, boats, cigars, handkerchiefs, pocketbooks, shirts and hats.

Perth Amboy and the Raritan Bay Area will buy more food, clothing, drugs, cosmetics, beer, tobacco, automobiles, soap, liquor and other commodities than ever before! Consider today this choice market in any schedule that you want to bring maximum results!!



Middlesex County's Prime Area!

PERTH AMBOY • WOODBRIDGE • RARITAN BAY AREA

Home Delivered To More Than

28,000 FAMILIES EVERY DAY!

Perth Amboy Evening News

PERTH AMBOY NEW JERSEY

Members: Associated Press, A.N.&A., A.B.C., N.A.E.A.
Represented Nationally by WARD-GRIFFITH CO., INC.

NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Hoboken			51.1	.0329	15.3	52,011	.0344	14,448	1,773	2,922	3,991	1,299	29,331	75,813	.0344	1,484	4,955	.0341	104
West New York			38.3	.0248	12.4	46,541	.0308	15,576	2,263	4,783	5,256	1,198	*	68,693	.0311	1,794	5,540	.0297	130
North Bergen Township			40.9	.0264	12.4	29,778	.0197	8,947	189	1,996	8,413	437	*	77,609	.0352	1,898	6,259	.0288	109
Kearny			40.3	.0260	11.6	27,711	.0183	11,151	489	863	4,938	1,014	12,756	73,691	.0335	1,829	6,353	.0274	105
Hunterdon	C3		44.0	.0284	13.1	45,014	.0297	10,781	944	2,134	5,603	806	.....	54,634	.0248	1,242	4,171	.0270	86
Flemington			3.1	.0020	1.0	14,779	.0098	2,719	328	1,248	2,102	248	*	5,079	.0023	1,638	5,079	.0045	235
Mercer	D5	148	236.4	.1526	61.9	285,722	.1890	69,443	28,634	12,960	46,096	6,018	.....	399,652	.1814	1,691	6,456	.1779	117
▲Trenton			130.0	.0839	33.1	199,234	.1317	50,306	27,408	11,440	27,292	4,193	72,170	217,436	.0986	1,673	6,569	.1056	126
Princeton			13.0	.0084	2.8	18,242	.0121	4,736	547	1,286	3,988	741	*	34,078	.0155	2,621	12,171	.0130	155
Middlesex	E4	96(b)	274.2	.1770	76.4	273,126	.1806	81,442	16,163	17,895	38,103	6,044	.....	406,812	.1845	1,484	5,325	.1818	103
New Brunswick			40.2	.0259	10.9	80,726	.0533	20,005	8,091	7,821	11,435	2,054	29,420	66,554	.0302	1,656	6,106	.0363	140
Perth Amboy			42.8	.0277	12.5	73,703	.0488	17,828	3,552	7,114	12,728	1,628	53,369	58,322	.0264	1,363	4,666	.0334	131
Woodbridge Township			36.9	.0238	9.7	22,329	.0147	8,213	566	468	2,161	556	843	55,373	.0252	1,501	5,709	.0218	92
South River			11.7	.0075	3.2	11,834	.0079	3,867	430	811	2,134	375	1,157	17,358	.0078	1,484	5,424	.0078	104

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

10-FOLD

Test Linage Increase In 10 Years, 1941-1951!

General linage in the New Brunswick, N. J. newspapers has jumped 300% in 10 years . . . But "test campaign" linage has rocketed 1000%!

Reasons are pretty obvious — more advertisers and space buyers are learning the advantages of testing in New Brunswick:

1. A balanced urban market of 152,000 population, $200,000,000 sales
2. Intensive local newspaper coverage—87% in city zone, 60% in retail zone
3. Exclusive coverage—45% of New Brunswick Daily Home News readers read no other daily newspaper regularly
4. Well-tested and proven brand of merchandising cooperation that paves the way for maximum sales

Two up-to-date New Brunswick media and market studies will tell you why to "test-advertise" in New Brunswick—

New Brunswick Area Standard 4-A Media and Market Report

New Brunswick Daily Home News Metropolitan Newspaper Circulation Duplication and Advertising Readership Study.

THE DAILY HOME NEWS

THE SUNDAY TIMES NEW BRUNSWICK NEW JERSEY

Write or Phone
DAILY HOME NEWS
NEW BRUNSWICK, N. J.
New York Office
45 West 45th Street
JUdson 6-3682

Advertisers look for **LEADERSHIP** in a newspaper



...that's why the **PATERSON EVENING NEWS** is second in total advertising in the state of New Jersey*

Represented Nationally by: Story, Brooks and Finley

*Exceeded only by Newark Evening News

NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Monmouth	E4		**235.1**	**.1517**	**68.1**	**277,786**	**.1838**	**79,276**	**17,972**	**13,300**	**42,141**	**7,376**	.....	**413,673**	**.1877**	**1,760**	**6,074**	**.1793**	**118**
Asbury Park			17.8	.0115	5.4	57,929	.0383	11,321	10,113	4,273	10,126	1,624	13,077	32,548	.0148	1,829	6,027	.0212	184
Red Bank			13.4	.0087	4.1	44,761	.0296	9,535	2,724	2,468	9,498	1,167	*	27,731	.0126	2,069	6,764	.0169	194
Long Branch			24.3	.0157	7.2	33,456	.0221	11,808	1,844	1,301	5,139	971	6,638	46,524	.0211	1,915	6,462	.0203	129
Freehold			8.0	.0051	2.5	14,278	.0094	4,303	491	1,367	2,345	407	5,736	14,628	.0066	1,829	5,851	.0071	139
Neptune Township			13.9	.0090	4.5	13,741	.0091	3,969	.....	332	2,821	231	*	16,787	.0076	1,208	3,730	.0083	92
Morris	D2	96(b)	**172.1**	**.1111**	**46.8**	**161,378**	**.1068**	**51,607**	**8,094**	**7,905**	**25,912**	**4,043**	.....	**237,439**	**.1077**	**1,380**	**5,073**	**.1081**	**97**
Morristown			17.9	.0115	5.2	42,048	.0278	9,787	4,302	3,047	8,336	1,365	5,160	36,113	.0164	2,017	6,945	.0188	163
Dover			11.8	.0077	3.3	27,515	.0182	8,872	1,791	1,646	6,156	603	9,649	17,907	.0081	1,518	5,426	.0110	143
Boonton			7.9	.0051	2.2	12,757	.0084	4,023	300	475	2,360	403	*	11,445	.0052	1,449	5,202	.0061	120
Ocean	E5		**59.6**	**.0385**	**19.1**	**87,538**	**.0578**	**23,923**	**2,928**	**4,169**	**9,884**	**2,281**	.....	**98,673**	**.0448**	**1,656**	**5,166**	**.0474**	**123**
Point Pleasant Beach			3.0	.0019	1.0	12,638	.0084	4,950	885	1,416	1,431	296	*	5,693	.0026	1,898	5,693	.0042	221
Passaic	E2	96(b)	**345.0**	**.2227**	**104.1**	**445,312**	**.2945**	**111,618**	**38,416**	**35,700**	**62,985**	**8,690**	.....	**624,639**	**.2834**	**1,811**	**6,000**	**.2746**	**123**
Paterson			141.5	.0913	43.3	222,649	.1473	47,476	28,511	19,018	32,606	4,985	114,356	265,953	.1207	1,880	6,142	.1228	135

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

MEMO: Industry Is Moving Toward ASBURY PARK, New Jersey:

"Center of the Fastest Growing Market in the State"

- **Retail Sales, (1951) . . . $365,324,000**
- **Year-Round Population . . . 294,700**
- **Food Sales, (1951) . . . $103,199,000**
- **Bank Deposits, (12/30/51) $249,005,098**

Plenty of room for Industrial Growth . . . 55 miles from New York . . . 65 miles from Philadelphia. Fine Highways . . . Excellent Labor Market.

Write or Wire for the Complete Market Picture

ASBURY PARK CHAMBER OF COMMERCE

Asbury Park, N. J. • Telephone: Asbury Park 2-6666

Fastest Growing Market in New Jersey

A No. 1 Sales Target for 1952



ASBURY PARK PRESS MARKET

Retail Sales 1940	Retail Sales 1945	Retail Sales 1948	Retail Sales 1950	Retail Sales 1951
$124,671,000	$177,704,000	$265,531,000	$344,583,000	$365,325,000

Per Capita Effective Buying Power $1760
15% Greater Than the National Average

Circulation Breakdown

ASBURY PARK PRESS

"Only paper covering the rich Monmouth-Ocean, N. J., market."

Circulation 24,285

Member ABC

Asbury Park, including Neptune Twp.	8,205	Manasquan	905
Allenhurst	521	Matawan	155
Avon	429	Neptune City	738
Belmar	1,940	New Bedford	470
Bradley Beach	989	Pt. Pleasant,	1,206
Brielle	170	Red Bank	1,012
Deal	420	Sea Girt	278
Farmingdale	635	Spring Lake	866
Freehold	1,316	Toms River	441
Keyport	180	Smaller Communities, etc.	1,749
Lakewood	810	Total	24,285
Long Branch	850		

Every relative sales control in this issue of the "Market Guide" points to the fact that the *Asbury Park Press Market* is now one of New Jersey's biggest and fastest-growing markets.

Look at these figures: Food sales last year —$103,199,000; general merchandise sales —$20,900,000; automotive sales—$52,025,-000; furniture, radio sales—$17,469,000; drug sales—$9,657,000; bank deposits—$249,005,098.

Set your sales sights on this market in 1952 for new sensational sales records. And remember—the *Asbury Park Press* is the only newspaper, and Station WJLK the only radio station, that can give you blanket coverage of this market at *lowest possible costs.*

Write, or wire, the *Asbury Park Press* for further complete market data.

ASBURY PARK PRESS

Press Plaza—Phone A. P. 2-3000—Asbury Park, N. J.

"Central Jersey's No. 1 Newspaper"

Evening — Sunday

WJLK 1310 AM—94.3 FM—"Radio Voice of the Asbury Park Press"

1 OF THE BIG 6 NORTHERN NEW JERSEY
Evening Newspapers

59% OF THE POPULATION
OF THE E.B. INCOME
OF THE RETAIL SALES



Here in five out of the twenty-one counties of the State live 59% of the People with 59% of the Effective Buying Income who account for 59% of the State's total Retail Sales.

COUNTY	POPULATION	RETAIL SALES	E.B. INCOME	INCOME PER FAM.
ESSEX	920,100	$1,140,794,000	$2,046,713,000	$7,718
HUDSON	641,100	595,816,000	1,128,042,000	5,866
BERGEN	560,500	473,764,000	957,096,000	5,759
UNION	411,500	459,030,000	794,819,000	6,759
PASSAIC	345,000	445,312,000	624,639,000	6,000

SOURCE: Sales Management Released 1952

UNION COUNTY RANKING IN THE STATE

POPULATION	RETAIL SALES	NET E.B. I.	INCOME PER FAM.
4th	4th	4th	2nd

SELL NEW JERSEY'S GREATEST MARKET

No schedule is complete without the Journal



Elizabeth Daily Journal
ELIZABETH • NEW JERSEY
Special Representatives: WARD-GRIFFITH CO., Inc.

NEW JERSEY — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

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Passaic-Clifton	.....	.....	*125.8*	*.0812*	*37.9*	*163,304*	*.1080*	*41,679*	*9,322*	*14,797*	*20,712*	*2,807*	*83,493*	*239,373*	*.1086*	*1,903*	*6,316*	*.1029*	*127*
Passaic	.....	.....	58.7	.0379	17.8	116,220	.0768	29,008	9,056	12,166	13,914	2,108	54,260	106,280	.0482	1,811	5,971	.0547	144
Clifton	.....	.....	67.1	.0433	20.1	47,084	.0312	12,671	266	2,631	6,798	699	29,233	133,093	.0604	1,984	6,622	.0482	111
Salem	B7	158	51.2	.0330	15.0	45,814	.0303	13,042	1,381	2,874	8,039	1,000	.....	60,044	.0272	1,173	4,003	.0293	99
Salem	.....	.....	9.4	.0061	3.0	12,315	.0081	4,073	691	1,017	1,307	349	*	14,754	.0067	1,570	4,918	.0070	115
Somerset	D3	96(b)	103.4	.0668	27.9	90,125	.0596	26,598	2,769	3,585	17,019	2,055	.....	114,125	.0518	1,104	4,091	.0571	85
Somerville	.....	.....	12.1	.0078	3.7	25,947	.0172	6,970	1,796	1,832	4,841	909	4,669	16,694	.0076	1,380	4,512	.0105	135
Bound Brook	.....	.....	8.7	.0056	2.4	13,672	.0090	4,002	240	573	3,123	479	*	9,750	.0044	1,121	4,063	.0060	107
Sussex	D1	.....	35.3	.0227	10.4	37,472	.0247	11,139	1,137	1,916	5,684	593	.....	54,173	.0246	1,535	5,209	.0243	107
Newton	.....	.....	6.0	.0039	1.7	11,663	.0077	4,773	57	993	2,798	183	1,393	10,246	.0046	1,708	6,027	.0054	138
Union	E3	96(b)	411.5	.2656	117.6	459,030	.3036	135,930	30,030	28,428	78,678	11,407	.....	794,819	.3606	1,932	6,759	.3245	122
Elizabeth	.....	.....	114.4	.0738	32.6	151,786	.1004	40,225	15,140	9,810	27,856	3,794	58,183	207,126	.0940	1,811	6,354	.0919	125

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

Sales Management

reports on

PASSAIC-CLIFTON, N. J.

monthly HIGHSPOT section

Sales Management's monthly list of Highspot Cities has ranked Passaic-Clifton a "Preferred" City every month for the last two years . . . a record unequalled in New Jersey. Passaic-Clifton's City-National Index has been the highest in the state every month for the last 20 . . . second highest three months . . . in the past 24 months. Month after month for the last two years, Passaic-Clifton has consistently offered national advertisers a better-than-average market, with sales increases that often ranked it among the best cities in the United States.

annual SURVEY of Buying Power

The 1952 Survey credits Passaic-Clifton with a population of 125,800, with families totaling 37,900 . . . an increase of over 21% in the last five years. Passaic-Clifton's average family income is $6,316 . . . the highest of all major North Jersey markets. Among the 200 largest cities in the United States, Passaic-Clifton ranks 74th in food sales and 57th in family income.

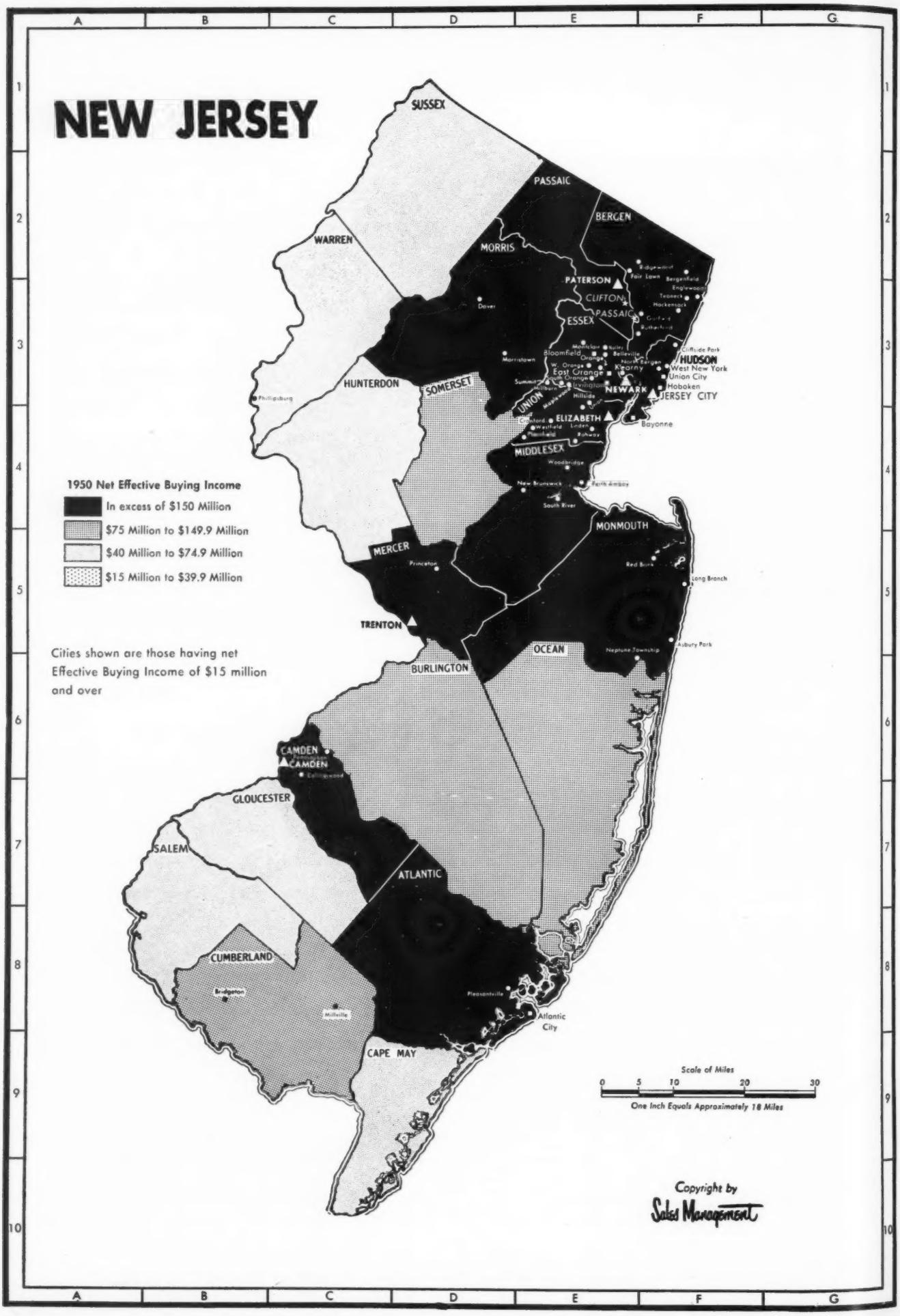
The Herald-News, Passaic-Clifton's only daily newspaper, has the largest circulation of all Bergen and Passaic County newspapers . . . reaches more people, with more money than ever before . . . offers national advertisers a greater sales potential per family than any other North Jersey newspaper.

THE HERALD-NEWS

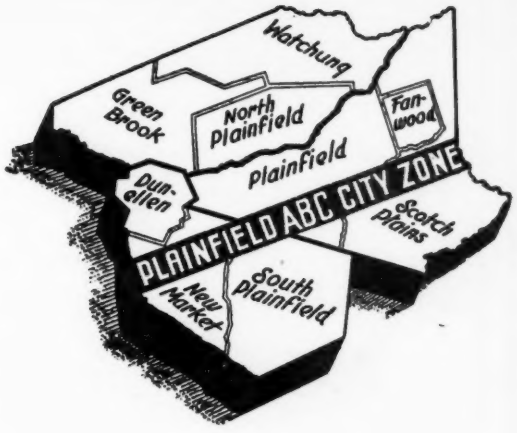
Of Passaic-Clifton, N. J.

55,461 Publishers Statement Last Quarter 1951

Represented by The Julius Mathews Special Agency


NEW JERSEY
SUSSEX
PASSAIC
BERGEN
WARREN
MORRIS
ESSEX
HUDSON
HUNTERDON
SOMERSET
UNION
MIDDLESEX
MONMOUTH
MERCER
OCEAN
BURLINGTON
CAMDEN
GLOUCESTER
SALEM
ATLANTIC
CUMBERLAND
CAPE MAY
PATERSON
CLIFTON
PASSAIC
NEWARK
JERSEY CITY
ELIZABETH
TRENTON
Dover
Morristown
Bloomfield
East Orange
Kearny
West New York
Union City
Hoboken
Bayonne
Phillipsburg
Princeton
Red Bank
Long Branch
Asbury Park
Neptune Township
Woodbridge
New Brunswick
South River
Pleasantville
Atlantic City
Bridgeton
Millville
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
Scale of Miles
0 5 10 20 30
One Inch Equals Approximately 18 Miles
Copyright by
Sales Management

91.4%
Dangerous
is Sales Management's figure.



Plainfield is a peculiar set-up . . . Listed in Sales Management's tables at 43,800 population, the true city zone population is 84,576—91.4% more . . . All in the densely populated 4 mile radius of Plainfield City Hall. Further, three counties—Middlesex, Somerset and Union, touch corners within a few blocks of the City Hall so all have parts within this city zone.

Plainfield shows the highest per capita sales in foods and drugs among all Northern New Jersey's five largest markets and is second only to Newark in Department and Apparel Store sales (U. S. Census).

More than 84,576 people live within 4 miles of Plainfield City Hall (A.B.C. City Zone).

No outside New Jersey or New York standard size newspaper covers Plainfield as much as 10%. Less than 5% of the people make the difficult daily commuting trip to New York. The Plainfield Courier-News affords 96% coverage.

PLAINFIELD COURIER-NEWS

A Gannett Newspaper
Plainfield, N. J.

Represented nationally by J. P. McKinney & Son *New York* *Chicago* *San Francisco*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Plainfield			43.8	.0283	12.7	86,063	.0569	22,947	10,058	6,025	15,758	1,812	12,884	95,197	.0432	2,173	7,496	.0443	157
Linden			32.4	.0209	9.0	33,512	.0221	10,535	716	1,695	7,232	835	*	55,326	.0251	1,708	6,147	.0233	111
Union Township			39.3	.0254	11.3	30,885	.0205	10,281	515	1,442	2,291	776	*	77,951	.0354	1,983	6,898	.0289	114
Rahway			22.2	.0143	6.3	27,116	.0179	8,285	1,199	3,785	4,234	587	*	38,663	.0175	1,742	6,137	.0170	119
Westfield			22.0	.0142	6.4	26,953	.0178	8,017	1,099	1,684	6,403	1,182	2,986	61,078	.0277	2,776	9,543	.0220	155
Summit			18.5	.0120	5.2	26,681	.0176	7,841	615	1,314	7,331	562	*	49,143	.0223	2,656	9,451	.0188	157
Hillside Township			21.8	.0140	6.2	18,186	.0121	6,162	214	512	3,587	383	20,718	43,981	.0200	2,017	7,094	.0164	117
Cranford Township			19.3	.0125	5.5	13,447	.0089	6,470	260	272	334	466	315	44,939	.0204	2,328	8,171	.0154	123
Warren	C2	4	55.7	.0360	16.5	51,774	.0342	13,932	1,606	2,572	10,813	653	.....	76,847	.0349	1,380	4,657	.0349	97
Phillipsburg			19.3	.0124	5.6	14,691	.0097	4,973	170	633	2,836	129	2,293	29,290	.0133	1,518	5,230	.0120	97
Washington			5.0	.0033	1.6	12,495	.0082	2,671	853	1,035	3,964	119	.....	8,018	.0036	1,604	5,011	.0049	148
Total Above Cities			3,091.7	1.9957	900.8	4,050,817	2.6785	1,104,274	366,696	280,137	641,683	101,806	1,823,590	5,892,225	2.6733	1,906	6,541	2.5383	127
State Total			4,972.4	3.2096	1,432.5	5,294,728	3.5010	1,509,842	389,283	320,138	805,223	129,833	.....	8,576,133	3.8910	1,725	5,987	3.6377	113
Per Capita Sales			.....	.....	.....	1,065	.....	304	78	64	162	26	.....	.....	.....	.....	.....	.....	.....
Per Family Sales			.....	.....	.....	3,696	.....	1,054	272	223	562	91	.....	.....	.....	.....	.....	.....	.....

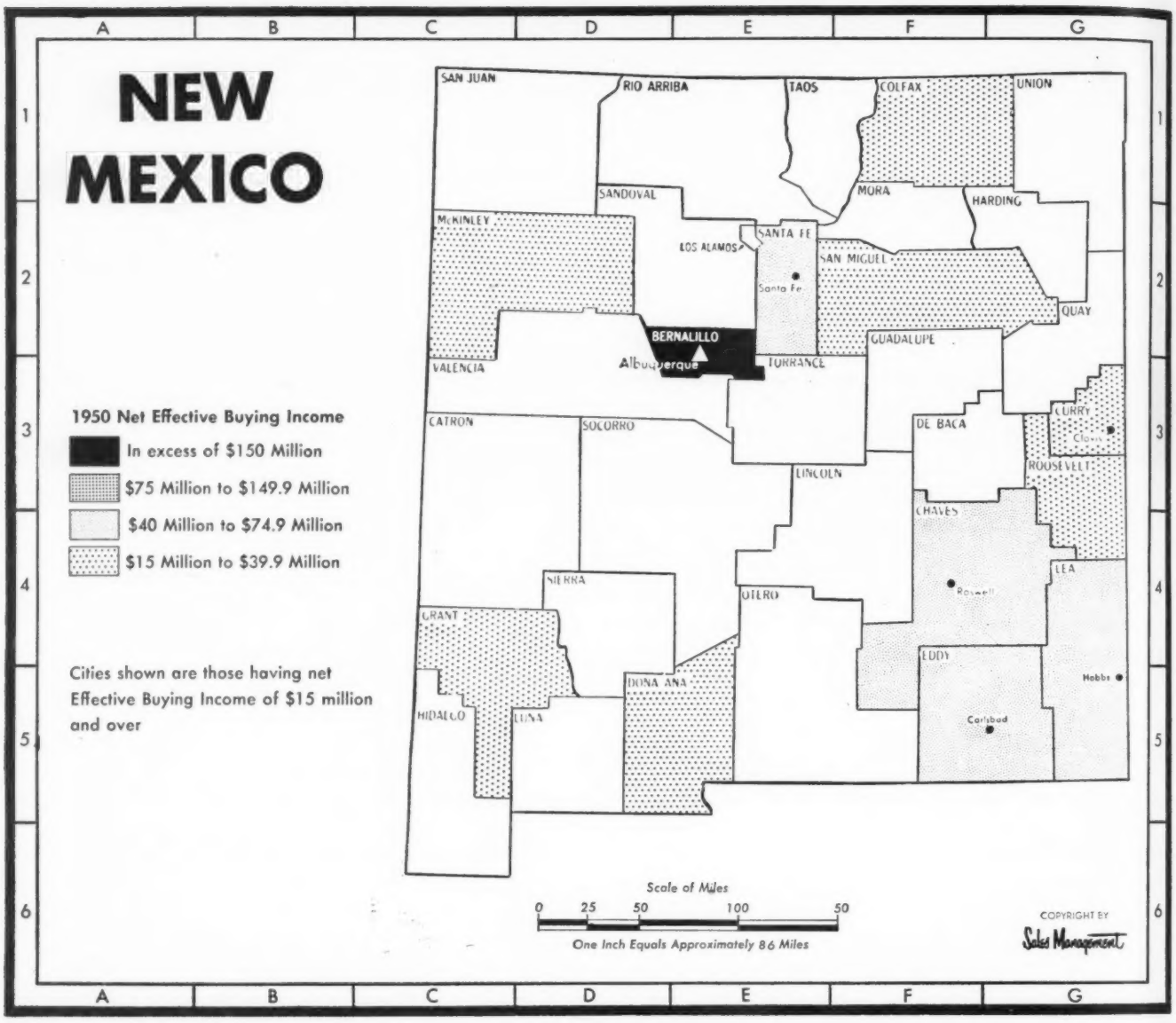
NEW JERSEY — SM Standard Metropolitan County Areas

Atlantic City		9	135.7	.0876	41.4	202,672	.1340	50,949	11,342	9,771	21,449	6,409	.....	243,385	.1104	1,794	5,879	.1129	129
New York-N. E. New Jersey		96(b)	3,440.9	2.2213	996.5	3,639,345	2.4068	1,055,121	293,305	235,787	536,974	91,064	.....	6,309,685	2.8626	1,834	6,332	2.5975	117
Trenton		148	236.4	.1526	61.9	285,722	.1890	69,443	28,634	12,960	46,096	6,018	.....	399,652	.1814	1,691	6,456	.1779	117

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



NEW MEXICO — Counties and Cities —

(Other Mountain States: Arizona, p. 194; Colorado, p. 221; Idaho, p. 263; Montana, p. 394; Nevada, p. 404; Utah, p. 578; Wyoming, p. 616.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Albuquerque	Bernalillo	104.4	233	35	71	80	35
Artesia	Eddy	8.9	28	6	8	13	4
Carlsbad	Eddy	19.5	48	8	14	22	7
Clovis	Curry	18.2	46	7	13	27	8
Gallup	McKinley	9.3	42	12	6	14	4
Hobbs	Lea	14.8	40	9	9	21	6
Las Cruces	Dona Ana	12.9	64	8	9	14	7
Los Alamos	Los Alamos	12.0	*	*	*	*	*
Portales	Roosevelt	8.3	28	4	8	16	6
Roswell	Chaves	27.9	88	8	14	32	12
Santa Fe	Santa Fe	28.8	82	4	14	18	11
Silver City	Grant	7.3	20	4	8	14	2
Tucumcari	Quay	8.6	26	6	7	14	7

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bernalillo	E2	3	154.2	.0995	42.9	159,848	.1057	33,912	14,664	12,416	28,449	5,422	.....	242,102	.1098	1,570	5,643	.1064	107
▲Albuquerque	.....	.....	104.4	.0674	31.1	150,278	.0994	30,153	14,507	12,246	27,757	5,320	73,410	178,674	.0811	1,711	5,745	.0838	124
Catron	C3	.....	3.5	.0023	.9	1,233	.0008	499	101	.....	*	.....	.....	2,785	.0013	796	3,094	.0014	61
Chaves	F4	.....	43.5	.0281	12.1	45,154	.0299	8,837	4,826	1,736	9,117	1,539	.....	65,915	.0299	1,515	5,448	.0295	105
Roswell	.....	.....	27.9	.0180	8.4	40,084	.0265	7,174	3,861	1,509	8,840	1,305	17,022	42,277	.0191	1,515	5,033	.0211	117
Colfax	F1	.....	16.5	.0105	4.4	15,450	.0102	2,999	1,659	742	3,568	469	.....	16,017	.0073	971	3,840	.0089	84
Curry	G3	.....	24.4	.0158	7.3	30,642	.0202	5,258	3,284	1,432	9,477	931	.....	33,257	.0151	1,363	4,556	.0168	108
Clovis	.....	.....	18.2	.0117	5.4	28,365	.0187	4,550	3,179	1,304	9,477	761	*	27,179	.0124	1,493	5,033	.0141	121

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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It's KGGM for COMPLETE, CONCENTRATED COVERAGE

in Albuquerque

The Nation's FASTEST-GROWING METROPOLITAN AREA

Population 154,200
Retail Sales $159,848,000
Effective Buying Income $242,102,000

KGGM 5000 WATTS • 610 KC • CBS

And in SANTA FE, State Capital and New Mexico's Second Major Market, It's . . .
KVSF • 1000 WATTS • 1260 KC • CBS

Represented Nationally by WEED and COMPANY — New York, Chicago, Hollywood, Detroit, San Francisco, Boston, Atlanta

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW MEXICO — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
De Baca	F3	.....	3.6	.0023	1.0	3,712	.0025	592	260	48	761	161	.....	4,434	.0020	1,232	4,434	.0022	96
Dona Ana	D5	.....	41.0	.0265	10.3	30,702	.0203	6,832	2,582	1,077	4,556	801	.....	31,308	.0142	764	3,040	.0185	70
Las Cruces	.....	.....	12.9	.0084	3.6	21,111	.0140	3,929	1,627	875	3,544	587	*	14,912	.0067	1,156	4,142	.0092	110
Eddy	F4	.....	44.2	.0285	12.2	41,935	.0277	9,896	3,113	2,112	9,953	1,812	.....	53,027	.0240	1,200	4,346	.0260	91
Carlsbad	.....	.....	19.5	.0126	5.8	25,125	.0166	6,093	1,951	1,465	6,061	961	*	28,267	.0129	1,450	4,874	.0139	110
Artesia	.....	.....	8.9	.0057	2.6	13,134	.0087	2,290	1,032	634	3,497	753	.....	12,520	.0056	1,407	4,815	.0065	114
Grant	C4	.....	22.2	.0143	6.0	18,830	.0125	4,222	2,810	1,078	4,377	561	.....	21,306	.0097	960	3,551	.0115	80
Silver City	.....	.....	7.3	.0047	2.2	12,333	.0081	2,583	736	769	4,377	244	*	9,631	.0044	1,319	4,378	.0056	119
Guadalupe	F2	.....	6.8	.0044	1.7	4,676	.0031	1,441	303	*	646	203	.....	3,562	.0016	524	2,095	.0026	59
Harding	G2	.....	3.0	.0020	.7	1,852	.0012	182	607	.....	*	55	.....	3,826	.0018	1,275	5,466	.0017	85
Hidalgo	C5	.....	5.3	.0034	1.3	5,636	.0037	878	728	94	1,141	89	.....	7,165	.0032	1,352	5,512	.0034	100
Lea	G4	.....	32.7	.0211	9.7	37,523	.0248	6,954	2,486	1,189	9,181	990	.....	43,853	.0199	1,341	4,521	.0216	102
Hobbs	.....	.....	14.8	.0096	4.5	24,381	.0162	4,647	2,126	960	8,194	629	11,680	19,199	.0087	1,297	4,266	.0111	116
Lincoln	E3	.....	7.4	.0048	2.0	5,070	.0034	1,159	773	.....	375	176	.....	5,327	.0024	720	2,664	.0032	67
Los Alamos	E2	.....	12.0	.0077	3.3	2,645	.0017	1,253	240	*	.....	429	.....	14,396	.0065	1,200	4,362	.0053	69
Los Alamos	.....	.....	12.0	.0077	3.3	2,645	.0017	1,253	240	*	.....	429	*	14,396	.0065	1,200	4,362	.0053	69
Luna	D5	.....	9.2	.0059	2.5	8,444	.0056	2,129	346	448	880	240	.....	7,721	.0035	839	3,088	.0046	78
McKinley	C2	.....	27.8	.0179	5.9	19,728	.0130	3,273	3,520	568	4,783	283	.....	26,681	.0121	960	4,522	.0135	75
Gallup	.....	.....	9.3	.0060	2.7	15,085	.0099	2,793	1,522	568	4,464	283	4,282	10,139	.0046	1,090	3,755	.0065	108
Mora	F1	.....	8.5	.0055	2.2	1,970	.0013	509	910	.....	*	91	.....	3,707	.0017	436	1,685	.0023	42
Otero	E4	.....	15.7	.0102	4.1	11,269	.0075	3,199	1,071	411	2,007	472	.....	13,521	.0061	861	3,298	.0073	72
Quay	G2	.....	14.4	.0093	4.2	16,071	.0106	3,405	984	339	3,987	742	.....	14,595	.0067	1,014	3,475	.0084	90
Tucumcari	.....	.....	8.6	.0055	2.2	13,921	.0092	2,822	822	339	3,489	650	*	10,223	.0047	1,189	4,647	.0062	113
Rio Arriba	D1	.....	25.0	.0161	5.8	7,769	.0051	2,301	690	189	*	282	.....	9,259	.0042	370	1,596	.0069	43
Roosevelt	G3	.....	16.9	.0109	4.9	14,257	.0095	3,103	735	469	3,300	620	.....	19,349	.0087	1,145	3,949	.0094	86
Portales	.....	.....	8.3	.0054	2.6	12,793	.0085	2,650	589	469	3,300	527	*	10,312	.0046	1,242	3,966	.0059	109
Sandoval	D1	.....	12.6	.0081	2.6	2,675	.0017	617	840	95	.....	86	.....	9,622	.0044	764	3,701	.0043	53
San Juan	C1	.....	18.6	.0120	4.4	9,403	.0062	1,427	2,097	261	1,873	326	.....	11,351	.0052	610	2,580	.0069	58
San Miguel	F2	.....	26.8	.0173	6.2	14,494	.0096	3,808	2,262	839	2,352	546	.....	18,705	.0084	698	3,017	.0105	61
Santa Fe	E2	.....	39.3	.0254	10.1	35,747	.0237	6,470	1,869	1,640	10,025	1,632	.....	50,121	.0228	1,275	4,962	.0236	93
Santa Fe	.....	.....	28.8	.0186	7.5	32,958	.0218	5,544	1,495	1,640	9,022	1,632	*	42,379	.0193	1,471	5,651	.0199	107
Sierra	D4	.....	7.3	.0047	2.5	6,083	.0040	1,363	272	263	1,007	325	.....	5,967	.0027	817	2,387	.0035	74
Socorro	D3	.....	9.9	.0064	2.5	4,745	.0031	1,014	108	61	1,114	235	.....	6,259	.0028	632	2,504	.0036	56
Taos	E1	.....	17.5	.0113	4.0	6,456	.0043	2,190	649	104	962	248	.....	6,673	.0031	381	1,668	.0051	45
Torrance	E3	.....	8.1	.0052	2.0	4,195	.0028	759	236	*	484	147	.....	4,500	.0020	556	2,250	.0029	56

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

NEW MEXICO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Union	G1		7.4	.0048	2.2	7,375	.0048	1,411	581	259	977	165		8,798	.0040	1,189	3,999	.0044	92
Valencia	C3		23.5	.0152	5.3	11,079	.0074	2,627	3,103	361	1,309	474		11,277	.0051	480	2,128	.0078	51
Total Above Cities			280.9	.1813	81.9	392,213	.2593	76,481	33,687	22,778	92,022	14,081	106,394	420,108	.1906	1,496	5,130	.2091	115
State Total			708.8	.4574	187.2	586,668	.3879	124,519	58,709	28,914	118,362	20,552		776,388	.3522	1,095	4,147	.3839	84
Per Capita Sales						828		176	83	41	167	29							
Per Family Sales						3,134		665	314	154	632	110							

NEW MEXICO — SM Standard Metropolitan County Area

Albuquerque		3	154.2	.0995	42.9	159,848	.1057	33,912	14,664	12,416	28,449	5,422		242,102	.1098	1,570	5,643	.1064	107

NEW YORK — Counties and Cities —

(Other Middle Atlantic States: New Jersey, p. 408; Pennsylvania, p. 501.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Albany	Albany	137.8	608	37	101	64	59
Amsterdam	Montgomery	33.0	150	13	29	18	17
Auburn	Cayuga	37.7	136	14	37	31	8
Babylon	Suffolk	6.3	22	4	12	10	4
Batavia	Genesee	18.2	62	8	17	21	6
Bath	Steuben	5.5	21	5	8	15	4
Beacon	Dutchess	14.6	59	6	8	11	5
Binghamton	Broome	83.5	264	30	66	53	20
Bronxville	Westchester	6.9	23	3	10	1	5
Buffalo	Erie	588.7	2,934	164	401	257	258
Canandaigua	Ontario	8.6	20	6	8	18	3
Catskill	Greene	5.4	31	3	9	15	5
Cohoes	Albany	21.7	98	5	16	12	6
Corning	Steuben	18.2	64	8	18	19	7
Cortland	Cortland	18.6	65	9	17	22	3
Dunkirk	Chautauqua	18.4	104	9	15	24	6
East Rochester	Monroe	7.1	32	6	6	11	12
Elmira	Chemung	51.5	171	21	43	40	20
Endicott	Broome	20.8	264	30	66	53	20
Fulton	Oswego	14.3	53	6	10	17	4
Geneva	Ontario	17.6	85	13	23	16	10
Glen Cove	Nassau	16.3	53	7	16	14	5
Glens Falls	Warren	19.9	79	11	25	21	13
Gloversville	Fulton	24.1	102	10	25	20	12
Gouverneur	St. Lawrence	5.0	23	5	10	10	2
Hamburg	Erie	7.2	28	3	5	11	3
Hempstead Township	Nassau	463.5	*	*	*	*	*
Herkimer	Herkimer	9.6	41	5	14	13	3
Hornell	Steuben	15.5	76	5	14	14	5
Hudson	Columbia	12.0	75	10	18	17	7
Ithaca	Tompkins	31.1	74	8	23	21	10
Jamestown	Chautauqua	44.4	230	14	28	31	17
Johnson City	Broome	20.2	44	3	11	8	3
Johnstown	Fulton	11.2	40	5	9	12	3
Kenmore	Erie	20.9	60	7	13	12	7
Kingston	Ulster	29.6	162	15	34	22	14
Lackawanna	Erie	28.4	145	10	6	11	7
Larchmont	Westchester	6.4	25	2	12	4	6
Liberty	Sullivan	4.8	18	8	6	9	5
Little Falls	Herkimer	9.7	44	6	11	10	4
Lockport	Niagara	26.0	86	9	26	26	9
Long Beach	Nassau	16.8	79	7	14	8	9
Malone	Franklin	9.7	46	7	11	16	4
Mamaroneck	Westchester	16.0	51	3	12	6	8
Massena	St. Lawrence	13.4	63	8	11	18	4
Mechanicville	Saratoga	7.8	36	10	7	10	4
Menands	Albany	2.5	6	2	1		1
Middletown	Orange	23.2	99	12	23	21	13
Monticello	Sullivan	4.3	37	9	7	10	6
Mount Kisco	Westchester	6.1	24	5	11	14	3
Mount Vernon	Westchester	73.7	295	22	73	32	36
New Rochelle	Westchester	61.2	203	22	67	31	25
New York City	Five Counties	8,017.2	35,946	3,344	5,789	1,495	3,717
Newark	Wayne	10.6	20	4	6	9	2
Newburgh	Orange	32.7	191	23	43	33	21
Niagara Falls	Niagara	94.3	360	24	59	47	34
North Hempstead Township	Nassau	153.9	*	*	*	*	*
North Tonawanda	Niagara	25.6	95	5	13	14	6
Norwich	Chenango	9.1	33	6	9	11	5
Nyack	Rockland	6.1	46	7	18	17	6
Ogdensburg	St. Lawrence	16.4	67	10	11	10	6
Olean	Cattaraugus	23.4	99	12	16	24	11
Oneida	Madison	11.8	34	6	11	12	4
Oneonta	Otsego	13.9	47	9	12	13	5
Ossining	Westchester	16.6	56	8	7	13	11
Oswego	Oswego	23.2	10	4	5	3	2
Oyster Bay Township	Nassau	71.3	*	*	*	*	*
Patchogue	Suffolk	7.8	42	14	15	12	5
Peekskill	Westchester	18.2	93	8	26	18	9
Plattsburg	Clinton	18.0	71	8	15	19	8
Port Chester	Westchester	24.6	123	13	28	17	12
Port Jervis	Orange	9.4	59	8	8	15	5
Potsdam	St. Lawrence	7.7	26	6	9	7	2
Poughkeepsie	Dutchess	42.3	219	18	35	28	20
Rochester	Monroe	337.8	1,295	102	226	143	109
Rome	Oneida	42.5	130	17	25	22	11
Rye	Westchester	12.5	20	5	10	7	6
Salamanca	Cattaraugus	9.0	41	5	6	12	5
Saranac Lake	Franklin	7.0	23	4	9	15	6
Saratoga Springs	Saratoga	15.9	85	8	15	15	7
Scarsdale	Westchester	13.4	16	2	4	0	4
Schenectady	Schenectady	94.3	382	33	70	64	45
Syracuse	Onondaga	225.4	716	52	134	111	91
Tarrytown	Westchester	9.0	28	8	14	3	4
Tonawanda	Erie	15.0	60	5	6	10	7
Troy	Rensselaer	73.6	360	23	60	40	30
Utica	Oneida	103.3	454	32	84	53	42
Watertown	Jefferson	34.9	102	15	22	34	14
Watervliet	Albany	15.4	80	5	5	14	3
Wellsville	Allegany	6.6	24	4	6	18	6
White Plains	Westchester	44.6	153	26	78	44	24
Yonkers	Westchester	156.5	580	28	110	52	60

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 25.

See pages 138 and 142 for Population and Retail Sales Growth Trends for 200 leading counties.



YOU CAN REALLY SELL WITH . . .
THE
Daily BULLETIN
Favorite Home-Town Newspaper
of the Industrial Workers of
Endicott-Johnson City, N. Y.
"Where the Payrolls Are Created"
Ask JULIUS MATHEWS SPEC. AGENCY, Inc.

Night and Day . . .
ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000
WATTS
Same Power . . . Same Pattern
CALL RADIO REPRESENTATIVES, INC.

advertise where there is

OUTSTANDING BUYING POWER

of course **ALBANY**

U. S. – $4,922

N.Y. STATE–$5,794

ALBANY – $6,088

Spendable Income–
Per Family Average

From SALES MANAGEMENT'S 1952 *Survey of Buying Power*

AND THE TIMES-UNION ADDS EVERYTHING ELSE YOU REQUIRE

CIRCULATION LEADERSHIP
DAILY 60,412
SUNDAY 118,397
Total Net Paid
ABC Publisher's Statement, six months ended Sept. 30, 1951

BEST FEATURES
•
MERCHANDISING SERVICE

EXCLUSIVE DAILY R.O.P. COLOR

EXCLUSIVE PROMOTION FEATURE on FOODS
Write for Folder

LOWEST MILLINE RATE

DAILY

Albany TIMES-UNION

SUNDAY

A HEARST NEWSPAPER

Represented Nationally by HEARST ADVERTISING SERVICE

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Albany	G5	2	244.2	.1576	75.0	342,784	.2267	73,224	69,992	17,072	52,287	5,138	.....	414,234	.1879	1,696	5,523	.1934	123
1▲Albany	.....	.....	137.8	.0890	43.2	232,504	.1537	52,133	17,015	14,302	43,469	4,024	239,142	262,985	.1193	1,908	6,088	.1235	139
Cohoes	.....	.....	21.7	.0140	6.5	17,108	.0113	6,055	725	1,029	1,509	425	5,660	30,306	.0138	1,397	4,662	.0131	94
Watervliet	.....	.....	15.4	.0099	4.6	11,552	.0077	5,128	116	267	2,967	120	*	22,855	.0103	1,484	4,968	.0094	95
1Menands	.....	.....	2.5	.0016	.8	59,566	.0394	234	51,735	97	.....	69	30,837	4,684	.0021	1,874	5,855	.0132	825
Allegany	C5	.....	44.6	.0288	12.9	36,660	.0242	10,154	2,628	1,774	7,646	960	.....	43,382	.0197	972	3,361	.0229	80
Wellsville	.....	.....	6.6	.0043	2.1	14,044	.0093	3,709	986	677	4,460	434	3,156	8,863	.0041	1,343	4,220	.0057	133
2Bronx	A3	96(a)	1,475.6	.9525	437.5	1,072,826	.7094	441,891	41,234	66,528	98,078	27,028	.....	2,425,542	1.1005	1,644	5,544	.9536	100

1 The general merchandise estimates for Albany and Menands reflect the location of a large chain mail-order and department store outlet just outside the Albany city limits in the town of Menands.
2 The City of New York includes the Counties: Bronx, Kings, New York, Queens and Richmond.

▲ and △ See end of state for Standard Metropolitan County Areas. Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
© SM, 1952.

TESTIMONY

U. S. Census: . . . . . "Albany County, N. Y., is fourth highest among all U. S. Metropolitan Counties in per capita retail sales—50% above U. S. average."

Sales Management: . . . "The city of Albany has the highest Quality of Market Index, the highest per capita income, the highest per capita retail sales, of all N. Y. State 'Metropolitan' cities as defined by the U. S. Department of Commerce."

Albany Newspaper Readers: . . . . . "The evening Knickerbocker News is the only Albany newspaper which does not offer any cut rate subscription prices. Yet it has 34% more circulation than does the morning newspaper in the Albany A.B.C. City Zone. 28% more in Albany County."

Albany Advertisers: . . "In the past year, retail merchants placed 8,917,787 lines of advertising in the evening Knickerbocker News—which, in six days a week, is over 1¾ million lines more than they used in the morning and Sunday newspapers combined — 7 days. This despite the fact that the Knickerbocker News does not accept liquor store or alcoholic beverage advertising, nor that of taverns or bars which feature it. In general advertising, allowing for alcoholic beverage advertising, which it does not accept, the evening Knickerbocker News carried 1,755,649 lines and the morning newspaper 799,270 lines;—it carried approximately half a million lines more than the morning and Sunday combined."

THE ALBANY KNICKERBOCKER NEWS

A Gannett Newspaper

Represented Nationally by J. P. McKinney & Son

New York • Chicago • San Francisco

A Sales Executive's Eye-View of Central New York's 2nd Market **AUBURN**

- Home of famous manufacturing plants . . . General Electric; American Locomotive; Enna Jettick Shoes; U. S. Hoffman Machinery; Columbian Rope; New Process Gear Co. . . .
- Center of rich farm and dairy income area . . .
- Retail sales 34% above average . . .
- 69% of Cayuga County's sales with only 53% of its population.
- Per family income $5,229—more than $300 above U.S. per family.
- Tourist capital of renowned Finger Lakes Region.

A Prosperous, Stable Market Thoroughly Covered by its Home Newspaper

The CITIZEN-ADVERTISER

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Broome	E5	16	**190.2**	**.1228**	**55.0**	**208,488**	**.1378**	**51,940**	**30,090**	**12,445**	**38,250**	**5,420**	.....	**248,784**	**.1128**	**1,308**	**4,523**	**.1223**	**100**
▲Binghamton			83.5	.0539	23.2	132,740	.0877	29,949	25,130	9,448	26,524	3,572	79,145	119,539	.0542	1,432	5,153	.0642	119
Endicott			20.8	.0134	6.2	32,655	.0216	8,384	3,736	1,521	6,109	851	*	28,299	.0128	1,361	4,564	.0155	116
Johnson City			20.2	.0130	5.9	15,678	.0104	5,702	622	978	2,190	510	*	27,483	.0125	1,361	4,658	.0120	92
Cattaraugus	B5		**79.5**	**.0513**	**23.0**	**84,084**	**.0556**	**21,467**	**6,412**	**2,989**	**14,924**	**2,232**	.....	**98,337**	**.0447**	**1,237**	**4,276**	**.0493**	**90**
Olean			23.4	.0151	7.0	39,753	.0263	9,766	4,692	1,459	7,559	1,053	13,554	35,163	.0160	1,503	5,023	.0189	125
Salamanca			9.0	.0058	2.8	11,588	.0077	3,636	461	603	2,968	311	2,401	11,457	.0051	1,273	4,092	.0060	103
Cayuga	D5		**71.6**	**.0463**	**20.7**	**72,295**	**.0478**	**17,760**	**4,349**	**4,494**	**10,652**	**1,458**	.....	**91,147**	**.0413**	**1,273**	**4,403**	**.0443**	**96**
Auburn			37.7	.0244	10.7	49,637	.0328	12,514	3,736	4,259	7,745	1,210	12,036	55,952	.0254	1,484	5,229	.0274	112
Chautauqua	A5		**137.0**	**.0884**	**43.0**	**162,360**	**.1074**	**42,550**	**13,860**	**7,128**	**30,039**	**3,459**	.....	**181,596**	**.0824**	**1,326**	**4,223**	**.0911**	**103**
Jamestown			44.4	.0286	14.8	74,017	.0489	18,618	9,076	3,958	11,469	1,736	41,085	69,828	.0317	1,573	4,718	.0362	127
Dunkirk-Fredonia			*25.6*	*.0165*	*7.9*	*34,824*	*.0230*	*10,246*	*2,780*	*2,006*	*7,035*	*730*	*4,708*	*35,114*	*.0159*	*1,377*	*4,445*	*.0188*	*110*
Dunkirk			18.4	.0119	5.6	26,278	.0174	7,935	2,701	1,582	5,209	566	2,546	25,356	.0115	1,378	4,528	.0133	112
Chemung	D5	170	**89.9**	**.0580**	**26.9**	**112,332**	**.0743**	**25,752**	**10,489**	**6,427**	**23,312**	**2,199**	.....	**131,849**	**.0598**	**1,467**	**4,901**	**.0638**	**110**
△Elmira			51.5	.0333	15.4	90,965	.0601	20,173	10,166	5,745	18,243	1,951	42,743	80,994	.0368	1,573	5,259	.0431	129
Chenango	E5		**40.2**	**.0260**	**11.8**	**38,929**	**.0257**	**10,054**	**2,988**	**1,047**	**6,763**	**568**	.....	**51,174**	**.0232**	**1,273**	**4,337**	**.0245**	**94**
Norwich			9.1	.0058	3.1	14,989	.0100	3,763	2,250	465	3,110	241	1,812	11,903	.0054	1,308	3,840	.0068	117
Clinton	G1		**54.4**	**.0351**	**13.4**	**48,673**	**.0322**	**12,320**	**5,703**	**1,647**	**9,217**	**969**	.....	**65,385**	**.0297**	**1,202**	**4,879**	**.0315**	**90**
Plattsburg			18.0	.0116	4.7	30,001	.0198	6,487	4,608	1,297	6,238	774	9,638	24,490	.0111	1,361	5,211	.0138	119

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.



BIG POINTS!

√ **READERSHIP . . . through Classified Volume!**

Jamestown POST-JOURNAL occupies 4th place
New York State Dailies

1—Hempstead Newsday	5,637,701 lines
2—Buffalo Evening News	4,357,591 lines
3—Syracuse Herald-Journal	3,709,969 lines
4—JAMESTOWN POST-JOURNAL	2,671,011 lines

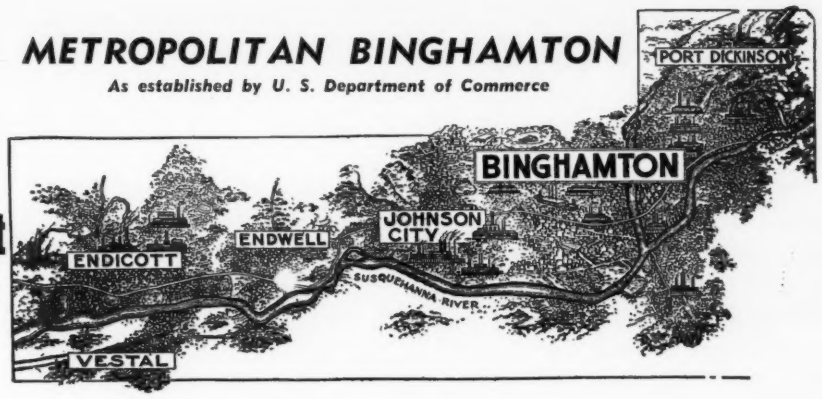
6-day evening papers, excepting Greater N.Y.C.

√ **FOOD SALES . . . $18,618,000**

Jamestown-POST-JOURNAL occupies 4th Place
in food sales of U. S. cities, population group 25,000 to 50,000

JAMESTOWN (N. Y.) POST-JOURNAL

Where the term "Metropolitan Area" is 10th most important in entire U. S.



Only 9 other U. S. cities have attracted around themselves as large an increase in population between the central corporate city and that of the Metropolitan Area, as has Binghamton . . . no other city in New York State. Binghamton is expanded by 126%. Great cities like New York and Buffalo expand but 47% and 64% respectively. *Latest U. S. Census shows Binghamton leads all N. Y. State big cities in per capita Total Retail, Food, Drug and Department Store Sales.*

The Binghamton Press, Daily and Sunday, will carry your message into 82% of the homes throughout Broome County. "The best Sunday Comic Section in N. Y. State."

The Triple Cities Newspaper

THE BINGHAMTON PRESS

A Gannett Newspaper

Represented by J. P. McKinney & Son — New York • Chicago • San Francisco

---

Highest Per Capita Sales Among all N. Y. State Metropolitan Cities

Sales Management shows Elmira's per Capita Retail Sales are highest of all N. Y. State cities of 50,000 or more population . . . 56% above the New York State average; 78% above the National average.

Latest Labor Department reports show Elmira factory employment 38% above two years ago. The Elmira newspapers provide complete saturating coverage of the City Zone and reach 70 out of every 100 homes in the entire A.B.C. City and Retail Trading Area of well over 200,000 population.

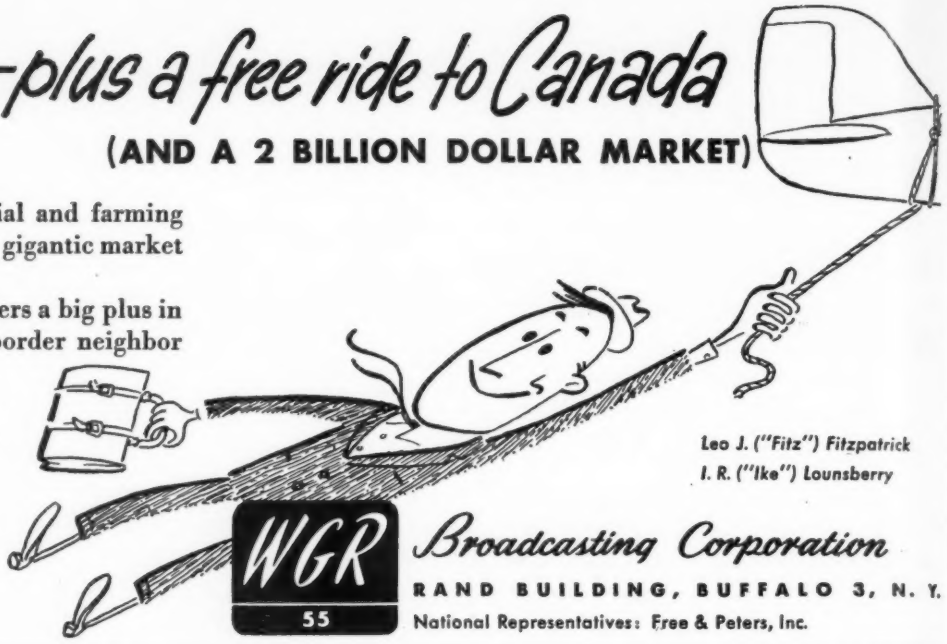
THE ELMIRA STAR GAZETTE & ADVERTISER • THE SUNDAY TELEGRAM

Gannett Newspapers

Represented by J. P. McKinney & Son — New York — Chicago — San Francisco

Buffalo - *plus a free ride to Canada*

(AND A 2 BILLION DOLLAR MARKET)



WGR **covers the rich industrial and farming areas of Western New York—a gigantic market in itself.**

But WGR also gives advertisers a big plus in its coverage of its across-the-border neighbor—the two billion Toronto-Ontario marketing area where WGR is the 3rd most-listened-to station.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

CBS Radio Network

WGR 55 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Columbia	G5	.....	44.4	.0287	13.5	41,288	.0273	12,103	2,562	1,703	7,285	867	.....	48,656	.0221	1,096	3,604	.0250	87
Hudson	.....	.....	12.0	.0078	3.6	19,606	.0130	6,340	1,563	1,317	4,251	490	2,957	19,515	.0088	1,626	5,421	.0098	126
Cortland	E5	.....	38.1	.0245	11.1	45,289	.0299	10,290	3,671	1,755	9,366	580	.....	47,128	.0214	1,237	4,248	.0246	100
Cortland	.....	.....	18.6	.0120	6.0	29,225	.0193	6,916	3,339	1,575	6,011	361	4,964	31,225	.0142	1,679	5,204	.0153	128
Delaware	E5	.....	45.3	.0293	13.2	49,576	.0328	10,384	2,549	1,873	9,248	1,006	.....	49,641	.0225	1,096	3,761	.0270	92
Dutchess	G6	.....	141.1	.0911	36.1	155,628	.1029	50,588	14,445	6,197	22,411	3,449	.....	201,999	.0916	1,432	5,596	.0949	104
Poughkeepsie	.....	.....	42.3	.0273	13.1	83,199	.0550	27,032	12,169	4,558	10,870	1,710	34,921	64,304	.0292	1,520	4,909	.0365	134
Beacon	.....	.....	14.6	.0094	3.8	18,569	.0123	9,506	883	400	1,668	422	501	20,901	.0095	1,432	5,500	.0103	110
See Newburgh-Beacon																			
Erie	B5	21	922.5	.5954	262.1	1,066,670	.7053	271,630	159,830	52,324	193,719	27,755	.....	1,402,361	.6363	1,520	5,350	.6488	109
▲Buffalo	.....	.....	588.7	.3800	169.2	827,799	.5473	198,415	152,078	46,382	139,989	20,879	680,516	884,619	.4013	1,503	5,228	.4408	116
Kenmore	.....	.....	20.9	.0135	6.3	25,831	.0171	10,044	678	848	6,749	1,113	*	40,253	.0183	1,926	6,389	.0170	126
Lackawanna	.....	.....	28.4	.0184	7.0	23,443	.0155	6,238	613	1,109	6,410	728	3,494	34,633	.0157	1,219	4,948	.0162	88

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

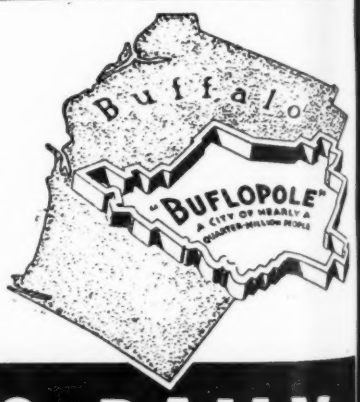
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HOW MUCH of the $400 MILLION BUFLOPOLE MARKET Do You Want?

America's Richest Concentrated Market

. . . where more than a quarter million quality conscious Polish American Buyers prefer and purchase products advertised in the Everybody's Daily.

The ONLY DAILY NEWSpaper that speaks their language for nearly a half century and sells BUFLOPOLE'S exclusive audience.



EVERYBODY'S DAILY

BUFLOPOLE'S ONLY NEWSPAPER

EVERYBODY'S BUILDING BUFLOPOLE, N. Y.

National Representatives: Shannon & Associates, Inc., New York, Chicago, Detroit, Atlanta, Kansas City, St. Louis, San Francisco, Los Angeles, Cleveland.

NEW YORK STATE'S 2ND LARGEST MARKET IS THE BUFFALO MARKET



In Metropolitan Markets
(as defined by the U. S. Census)
the Buffalo Area ranks:
14th in population
10th in manufacturing employment
14th in food sales
14th in automotive sales
15th in furniture and appliance store sales
13th in hardware and building material store sales
15th in drug store sales

(Source: U. S. Census figures)

The Buffalo Evening News has the largest City and Retail Zone circulation in New York State outside of Greater New York.

Sell the News Readers
and you sell the WHOLE BUFFALO MARKET

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

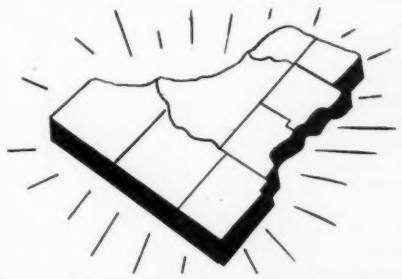
WESTERN NEW YORK'S GREAT NEWSPAPER



THE LARGEST NEWSPAPER in New York State, outside of New York City, is the *Sunday* Courier-Express, reaching 77% of all families in the Buffalo Metropolitan area—2 out of 3 in the great Western New York *8-County Market.* And the *Morning* Courier-Express offers you the *most economical* coverage of Western New York's *top* buying families—those with the *most* money to spend.

COLOR for ADDED POWER
Full ROP color weekdays—to give your message still greater impact in this powerful newspaper.

BUFFALO COURIER-EXPRESS
Western New York's Only Morning and Sunday Newspaper
REPRESENTATIVES:
SCOLARO, MEEKER & SCOTT



...in reaching this FAST GROWING

8 COUNTY MARKET

Population.....1,466,300
13% increase over 1940

Retail Sales.....$1,524,082,000
239% increase over 1940

Wholesale Sales..$1,666,655,000

Retail Sales
per Buffalo family $4,468
43% above the National Average

Industrial Workers.....212,948
earning more than $700 million each year in 2,372 plants

Farm Families.....30,570
earning more than $150,500,000 annually

The Market Package of the Times

The Little Falls Times of course. It's *the* daily reading habit in 75% of the homes in the Little Falls market. No other newspaper gives these people the news they want . . . and live by.

The market's 30,000 people spent $29,102,000 for retail goods . . . $8,730,600 for food . . . $2,037,140 for general merchandise . . . $1,746,120 for furniture-household goods . . . $4,656,320 for automotive products . . . $582,040 for drugs. A mighty big package . . . when you consider the low cost of covering so thoroughly.

THE LITTLE FALLS TIMES

Little Falls, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Tonawanda	.....	.....	15.0	.0096	4.6	20,504	.0136	6,749	2,211	630	4,215	844	3,097	21,736	.0098	1,449	4,725	.0109	114
Hamburg	.....	.....	7.2	.0047	2.1	16,781	.0111	3,959	234	258	5,650	372	854	13,489	.0062	1,873	6,423	.0074	157
See North Tonawanda-Tonawanda																			
Essex	G2	.....	35.6	.0229	10.1	29,257	.0194	9,300	1,380	1,049	5,692	1,172	.....	54,119	.0245	1,520	5,358	.0227	99
3Saranac Lake																			
Franklin	F1	.....	45.6	.0295	12.4	49,565	.0328	13,064	4,110	1,965	9,826	1,019	.....	56,405	.0256	1,237	4,549	.0285	97
Malone	.....	.....	9.7	.0063	2.9	18,982	.0125	4,231	2,171	929	5,502	388	4,361	13,028	.0059	1,343	4,492	.0079	125
3Saranac Lake	.....	.....	7.0	.0045	2.4	12,389	.0082	3,135	774	684	2,537	343	*	9,646	.0044	1,378	4,019	.0055	122
Fulton	F4	.....	52.2	.0337	16.8	55,971	.0370	16,538	4,185	3,470	10,148	1,219	.....	55,375	.0251	1,061	3,296	.0304	90
Gloversville-Johnstown	.....	.....	*35.3*	*.0228*	*11.7*	*47,980*	*.0317*	*15,365*	*4,027*	*3,370*	*9,467*	*1,053*	*	*41,906*	*.0190*	*1,187*	*3,582*	*.0236*	*104*
Gloversville	.....	.....	24.1	.0155	8.1	34,016	.0225	9,084	3,331	2,460	6,472	800	15,792	30,233	.0137	1,254	3,732	.0167	108
Johnstown	.....	.....	11.2	.0073	3.6	13,964	.0092	4,281	696	910	2,995	253	*	11,673	.0053	1,042	3,243	.0069	95
Genesee	B4	.....	48.8	.0315	13.9	52,406	.0346	11,656	4,316	2,561	11,973	1,053	.....	56,041	.0255	1,148	4,032	.0294	93
Batavia	.....	.....	18.2	.0117	5.3	32,936	.0218	7,242	3,619	1,977	7,629	692	8,634	27,348	.0124	1,503	5,160	.0151	129
Greene	G5	.....	29.2	.0188	8.9	34,274	.0227	9,253	2,359	1,065	5,907	687	.....	35,095	.0159	1,202	3,943	.0185	98
Catskill	.....	.....	5.4	.0035	1.7	15,317	.0101	3,444	900	899	4,313	261	*	7,921	.0036	1,467	4,659	.0055	157
Hamilton	F3	.....	4.1	.0027	1.3	4,026	.0026	1,865	139	54	458	87	.....	7,538	.0034	1,839	5,798	.0030	111
Herkimer	F3	150	62.6	.0404	18.8	80,358	.0400	18,020	4,248	3,425	9,911	1,247	.....	66,408	.0301	1,061	3,532	.0351	97
Herkimer-Ilion	.....	.....	*19.0*	*.0123*	*5.7*	*26,203*	*.0173*	*8,070*	*3,052*	*2,076*	*5,101*	*548*	*	*21,166*	*.0096*	*1,114*	*3,713*	*.0125*	*101*
Herkimer	.....	.....	9.6	.0062	2.7	17,734	.0118	4,723	2,842	1,492	3,835	265	*	10,688	.0048	1,113	3,959	.0072	116
Little Falls	.....	.....	9.7	.0062	3.0	12,476	.0082	3,890	916	760	1,630	256	*	11,829	.0054	1,219	3,943	.0064	103
Jefferson	E2	.....	87.0	.0561	25.8	100,121	.0662	23,104	10,802	4,503	19,199	2,656	.....	110,751	.0503	1,273	4,293	.0562	100
Watertown	.....	.....	34.9	.0226	10.7	61,010	.0404	13,719	8,254	3,529	12,020	1,524	24,924	58,590	.0266	1,679	5,476	.0299	132
2Kings	A3	96(a)	2,765.7	1.7853	817.6	2,326,715	1.5384	833,840	188,855	162,394	190,530	57,805	.....	4,349,619	1.9734	1,573	5,320	1.8053	101
Lewis	E3	.....	22.8	.0148	6.3	18,931	.0126	4,651	628	481	3,049	262	.....	23,765	.0108	1,042	3,772	.0121	82
Livingston	C4	.....	41.1	.0265	10.9	35,812	.0236	8,883	1,778	1,292	7,237	756	.....	45,038	.0204	1,096	4,132	.0226	85
Madison	E4	.....	47.9	.0309	13.5	49,256	.0326	12,144	2,215	1,048	9,806	1,332	.....	56,734	.0258	1,184	4,203	.0289	94
Oneida	.....	.....	11.8	.0076	3.7	18,591	.0122	4,711	1,153	1,048	4,797	586	3,534	18,351	.0083	1,555	4,960	.0093	122

2 The City of New York includes the Counties: Bronx, Kings, New York, Queens and Richmond.
3 Saranac Lake is in Essex and Franklin Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Putting it very tamely . . . We're BUSY ! ! !

Herkimer's retail sales are 66% above the city's total *income!* They're 94% above the national family average! That's actually low alongside some of the commodity sales. For example . . .

Food 114% above the U. S. family average! General merchandise 161%! Furniture-household-radio 214%! Automotive 137%!

Herkimer is terrific because it's the supply center for a prosperous city zone market made up of Ilion, Frankfort, Mohawk and Herkimer — with $32,705,000 total retail sales . . . $9,920,000 food sales . . . $3,650,000 general merchandise sales . . . $2,492,000 furniture-household sales . . . $7,300,000 automotive . . . $585,000 drug sales.

Important factors in brand specifications in this big retail activity are the local dealer promotions . . . and the market's own newspaper.

Advertising in the Telegram Pays Off . . . with Increasing Dividends from Year to Year.

The HERKIMER TELEGRAM

HERKIMER, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

Be Sure You're in on This Big Sales Round-up!

Gloversville-Johnstown . . . modern upstate shopping center . . . draws retail trade from four counties — has a total market population of 71,882 (A.B.C.) A retail sales plus of 39% tells only part of the story. For a more realistic measurement of consumer traffic in Gloversville-Johnstown stores, note these figures . . .

Gloversville-Johnstown's sales last year topped total income by a huge $6,074,000 margin. In fact, Gloversville-Johnstown sales swelled the county's total sales above income . . . by $596,000. With 68% of the county's population, Gloversville-Johnstown accounts for 85% of its sales volume.

To reach shoppers in this $72,026,000 retail market, you need the Leader-Republican Herald . . . read in 87% of the market's homes.

THE LEADER-REPUBLICAN • THE MORNING HERALD

Gloversville, N.Y. **Johnstown, N.Y.**

Represented by The Julius Mathews Special Agency, Inc.

IN WESTERN NEW YORK

MORE SALES *per radio dollar* ...on WHAM

And here's why:

1. In 16 Western New York counties, WHAM has a bigger audience 99.3% of the time than any other radio station!

2. WHAM is the only station in up-state New York with a full-time field man who travels up and down the area and follows up your campaign.

(*For full details*—consult the nearest HOLLINGBERY representative, or phone us direct.)

WHAM—ROCHESTER, NEW YORK—1180 kc—Clear Channel

NEW YORK—(Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES—1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Monroe	C4	116	498.8	.3220	149.2	543,801	.3596	133,380	74,120	31,110	98,256	16,114	.....	872,825	.3960	1,750	5,850	.3703	118
▲Rochester	.....	.....	337.8	.2180	102.5	453,940	.3002	105,695	71,336	28,591	83,027	10,692	299,546	579,270	.2628	1,715	5,651	.2650	123
East Rochester	.....	.....	7.1	.0046	1.9	15,347	.0102	2,390	1,309	367	3,153	3,449	*	10,412	.0047	1,466	5,480	.0063	137

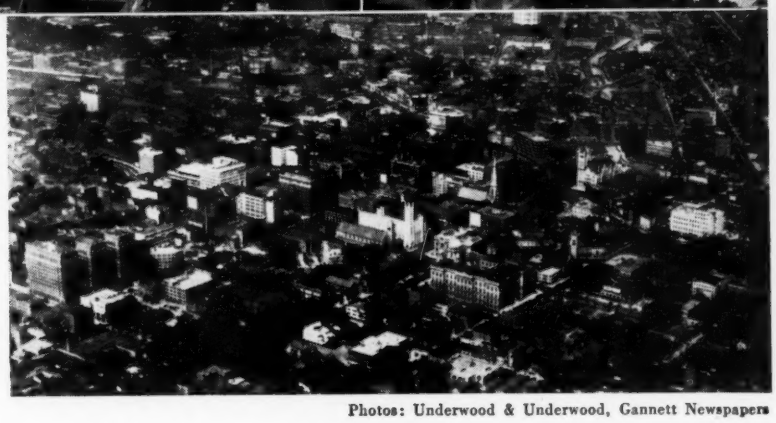
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

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Photos: Underwood & Underwood, Gannett Newspapers

Which

of these four great shopping centers is best per capita?

The degree to which a city attracts trade from surrounding areas is indicated by its per capita department and apparel store sales.

According to latest U. S. Census, all four of these giant New York State markets are well above the national average index of 100: Rochester highest with 135; New York City 132; Syracuse 127, and Buffalo 118.

Rochester's 35% above normal may be explained partially by high income and employment in the city. But none of these markets can be called "poor". Eight rich counties surrounding Rochester have, for generations, poured their important major shopping of now nearly 400,000 people into Rochester's great department and apparel stores.

Families in this area have traditionally read and "shopped" the columns of Rochester newspapers. To such a degree, in fact that the circulation coverage in this surrounding A.B.C. Trading Area is comparable to that of many famous newspapers in their local City Zones.

ROCHESTER TIMES-UNION DEMOCRAT & CHRONICLE

Gannett Newspapers

Represented Nationally by J. P. McKinney & Son *New York • Chicago • San Francisco*

America's Rug Capital Is an Important SALES Capital

Amsterdam's retail stores sold $45,382,000 of goods last year. That's $2,217,000 more than the city's effective buying income!

Two-thirds of all merchandise sold in Montgomery County is bought in Amsterdam. In some product groups the percentage is even higher—general merchandise 90% . . . drugs 73% . . . automotive 68%.

Check this picture of Montgomery County shopping habits against the Recorder's circulation . . . see how economically, completely, it sells the Greater Amsterdam market . . . reaching more than 74% of the County's families.

AMSTERDAM EVENING RECORDER

AMSTERDAM, N. Y.

Montgomery County's ONLY Daily Newspaper

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Montgomery	F4	.....	60.8	.0392	18.5	68,707	.0454	18,363	4,518	3,483	10,903	1,405	.....	78,462	.0356	1,290	4,241	.0393	100
Amsterdam	.....	.....	33.0	.0213	9.7	45,382	.0300	12,146	4,069	2,369	7,468	1,027	13,307	43,165	.0196	1,308	4,450	.0230	108
Nassau	B3	96(a)	721.8	.4660	206.3	794,860	.5256	246,215	34,540	45,629	134,850	16,992	.....	1,607,236	.7292	2,227	7,791	.6155	132
Hempstead Township	.....	.....	463.5	.2992	134.0	508,930	.3365	159,006	23,141	31,831	92,029	11,212	*	1,045,557	.4744	2,256	7,803	.3980	133
North Hempstead Township	.....	.....	153.9	.0994	45.8	172,138	.1138	46,731	8,596	8,914	29,559	3,586	*	369,954	.1678	2,404	8,078	.1379	139
Oyster Bay Township	.....	.....	71.3	.0460	16.8	67,360	.0445	24,704	1,321	1,698	6,914	1,092	*	139,892	.0635	1,962	8,327	.0543	118
Long Beach	.....	.....	16.8	.0108	5.2	23,715	.0157	9,539	447	1,022	2,254	751	*	28,498	.0129	1,696	5,480	.0133	123
Glen Cove	.....	.....	16.3	.0106	4.5	22,717	.0150	6,235	1,035	2,164	4,094	351	1,214	23,335	.0106	1,432	5,186	.0119	112
2New York Manhattan	A3	96(a)	1,975.5	1.2751	643.4	4,284,792	2.8331	661,459	651,456	268,899	238,976	109,054	.....	4,230,502	1.9192	2,141	6,575	2.0648	182
2▲New York City	.....	.....	8,017.2	5.1752	2,435.9	9,356,729	6.1869	2,561,426	986,265	599,982	735,238	233,267	18,208,722	14,586,345	6.6178	1,819	5,988	6.2000	120

2 The City of New York includes the Counties: Bronx, Kings, New York, Queens and Richmond.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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the WHLI long island story

One station, W H L I, continues to dominate big, growing Nassau County. More people listen to W H L I during the day than to *any* network station or combination of independent stations heard in the Major Long Island Market.

Amazingly low cost per thousand.

Data Source: Conlan — Feb. 1952

8:00 A.M. to 5:30 P.M.

Hempstead, Long Island, New York

WHLI AM 1100 FM 98.3

HEMPSTEAD LONG ISLAND, N. Y.

Paul Godofsky, Pres.

the voice of long island

Represented by RAMBEAU

New York, Chicago, Los Angeles



NEW YORK CITY FOOD STORES THAT DO 59% OF THE TOTAL RETAIL GROCERY BUSINESS USE MORE THAN TWICE AS MUCH ADVERTISING IN THE JOURNAL-AMERICAN AS THEY USE IN ANY OTHER NEW YORK NEWSPAPER

FOLLOW THE LEADER
INTO 700,000 NEW YORK HOMES

NEW YORK Journal American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY
HEARST ADVERTISING SERVICE

NIAGARA FALLS, N. Y.
ABC CITY ZONE

NOW 101,794

TOTAL CITY and RETAIL TRADING 151,594

A city of diversified industries including hydro electric power, chemicals, electro metallurgical products, paper and paper products, airplanes, food and others, employing many skilled technicians and labor.

	Effective Buying Income*	Retail Sales*
CITY OF NIAGARA FALLS	$123,345,000.00	$124,633,000.00
NIAGARA COUNTY	236,900,000.00	216,228,000.00

*SALES MANAGEMENT SURVEY OF BUYING POWER 1951

This Rich Industrial Market Completely Covered by One Newspaper Only

NIAGARA FALLS GAZETTE A B C NET PAID 31,635

Represented Nationally by KELLY-SMITH CO.

NEW YORK — (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Niagara	B4	21	197.1	.1272	56.2	216,228	.1430	53,708	19,758	9,225	36,942	5,254	.....	236,900	.1075	1,202	4,215	.1221	86
Niagara Falls	.....	.....	94.3	.0609	26.9	124,633	.0824	30,346	14,522	6,137	19,084	3,164	22,104	123,345	.0560	1,308	4,585	.0649	107
North Tonawanda-Tonawanda	.....	.....	*40.6*	*.0261*	*11.8*	*45,553*	*.0301*	*13,320*	*3,013*	*1,271*	*8,645*	*1,217*	*	*48,893*	*.0221*	*1,204*	*4,143*	*.0253*	*97*
Lockport	.....	.....	26.0	.0168	7.8	42,127	.0279	10,726	4,145	2,086	10,030	1,136	6,365	29,403	.0133	1,131	3,770	.0184	110
North Tonawanda	.....	.....	25.6	.0165	7.2	25,049	.0165	6,571	801	641	4,430	373	*	27,157	.0123	1,061	3,772	.0144	87
Oneida	E4	150	228.3	.1474	64.5	254,951	.1686	66,462	22,127	12,852	37,352	5,250	.....	336,613	.1527	1,474	5,219	.1564	106
▲Utica	.....	.....	103.3	.0667	30.6	151,258	.1001	38,586	15,896	8,725	25,029	3,330	90,464	174,268	.0790	1,687	5,695	.0829	124
▲Rome	.....	.....	42.5	.0274	11.1	45,584	.0301	12,435	5,372	1,593	5,871	1,121	5,873	61,336	.0278	1,443	5,526	.0284	104

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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To Sell Central New York State You Need the

Fast-Growing *ROME* Market

Upstate Metropolitan Sales Center . . . Consistently leading all New York cities on SM's High-Spot Cities list in monthly sales gains over 1939 . . . 125,000 people with a 1951 total income of $162,327,000 is the reason. Here's the results:

Retail Sales 1951

Entire Market Area.....$103,720,000
City of Rome.....$ 45,584,000

Only one newspaper provides complete coverage of this key market . . .

Rome Daily Sentinel

Represented by The Julius Mathews Special Agency, Inc.

Sales Management

1952

COUNTY OUTLINE
RETAIL SALES MAP OF THE UNITED STATES

in 6 colors

Only Map Devised for Sales and Advertising Executives. Shows at a glance comparative Retail Sales strength of every county in the United States.

The map . . . 27" by 41" . . . large enough for your office wall, yet not too large to spread on your desk . . . has these helpful features . . .

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. counties . . . in large clearly legible type . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by color of county shadings. . . .

   Red—for counties with $100 Million or more
   Green—for counties with $50 Million to $100 Million
   Yellow—for counties with $25 Million to $50 Million
   Blue—for counties with $10 Million to $25 Million
4. 1570 cities with retail sales of $20 Million or more.
5. City populations indicated—(as of January 1, 1952).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.

PRICE: $3.50 a single copy, $3.00 each for two or more copies

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Sales Management
THE MAGAZINE OF MARKETING

386 Fourth Ave., New York 16, N. Y.

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

. . . Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact . . .
WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR ACUSE
570 KC

NBC Affiliate. WSYR-AM-FM-TV . . . the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUP (in thousands of dollars add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Onondaga	D4	142	352.4	.2275	101.3	397,935	.2631	103,005	50,838	17,888	64,484	10,432	.....	529,540	.2403	1,503	5,227	.2446	108
▲Syracuse	.....	.....	225.4	.1455	65.6	328,303	.2171	81,791	49,236	16,614	57,794	8,734	244,436	350,540	.1590	1,555	5,344	.1737	119
Ontario	C4	.....	61.5	.0397	17.2	64,411	.0426	15,805	5,011	3,146	10,582	1,218	.....	80,443	.0365	1,308	4,677	.0390	98
Geneva	.....	.....	17.6	.0114	5.1	30,520	.0202	8,269	3,316	1,732	3,982	843	3,677	24,254	.0110	1,378	4,756	.0138	121
Canandaigua	.....	.....	8.6	.0055	2.5	13,723	.0090	3,528	1,022	619	3,931	187	1,445	14,136	.0065	1,644	5,654	.0070	127
Orange	G6	.....	154.4	.0996	44.7	187,315	.1238	50,963	12,613	9,176	32,559	4,539	.....	215,632	.0978	1,397	4,824	.1060	108
Newburgh-Beacon	.....	.....	*47.3*	*.0305*	*14.2*	*80,975*	*.0536*	*26,642*	*7,309*	*4,422*	*14,391*	*1,753*	*28,902*	*68,860*	*.0312*	*1,456*	*4,849*	*.0377*	*124*
Newburgh	.....	.....	32.7	.0211	10.4	62,406	.0413	17,136	6,426	4,022	12,723	1,331	28,401	47,959	.0217	1,467	4,611	.0274	130
Middletown	.....	.....	23.2	.0150	6.4	38,038	.0252	10,061	3,207	2,117	6,461	1,209	*	37,729	.0171	1,626	5,895	.0191	127
Port Jervis	.....	.....	9.4	.0061	3.2	15,958	.0105	5,190	952	1,029	2,527	365	*	11,627	.0053	1,237	3,633	.0070	115

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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To Get *SURVEY* Data on IBM Cards

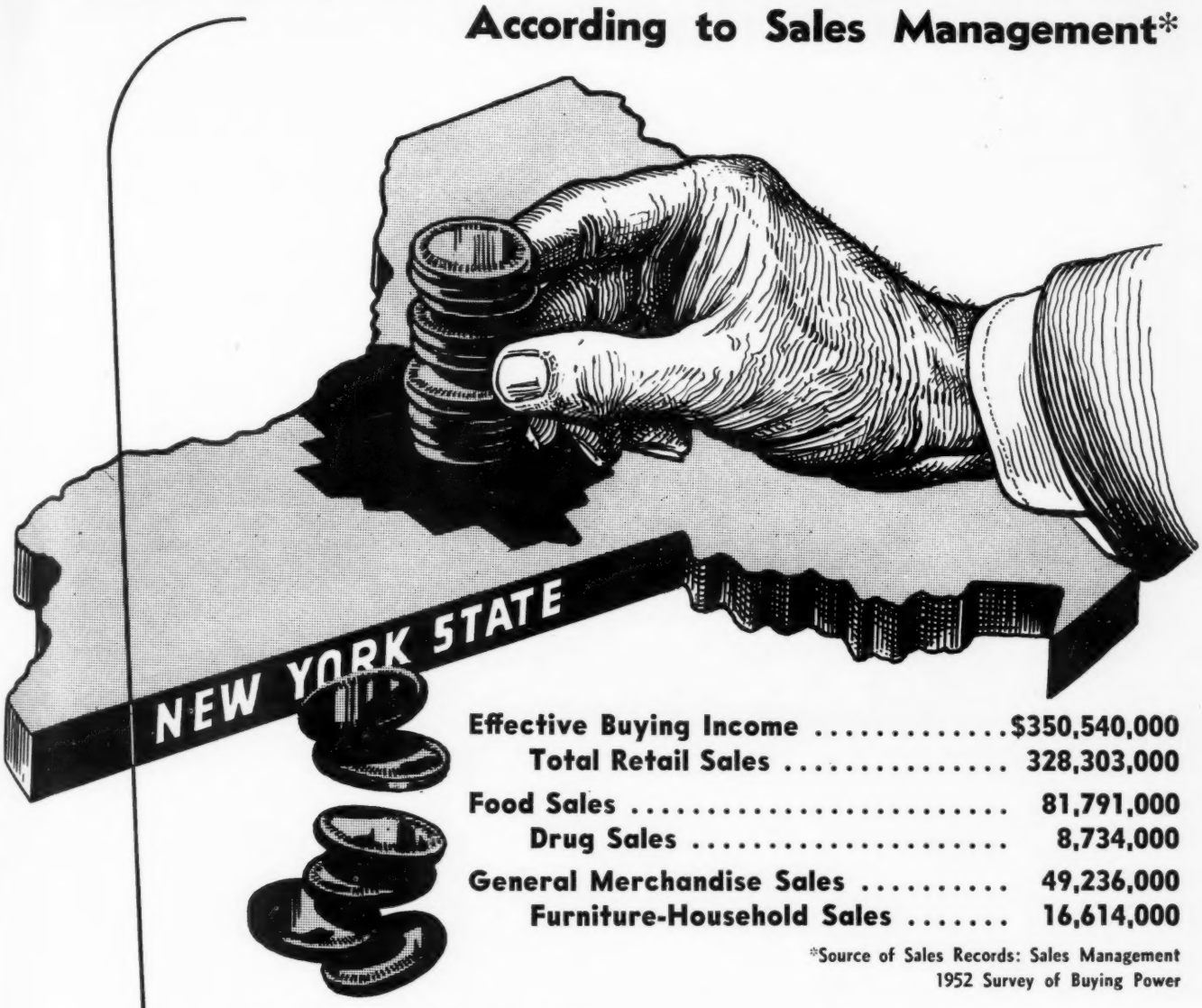
During 1951 more than 200 companies used IBM Survey Data Cards. Market Statistics, Inc., the organization responsible for the complete job of tabulating *Survey* data for SALES MANAGEMENT, is licensed exclusively to sell and offer special services involving *Survey* data.

MARKET STATISTICS, Inc.

432 Fourth Avenue, New York 16, N. Y. **Phone MUrray Hill 4-3559**

SYRACUSE, N. Y.—A "BLUE CHIP" MARKET

According to Sales Management*



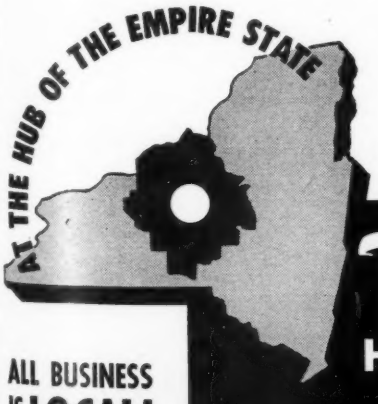
Effective Buying Income	$350,540,000
Total Retail Sales	328,303,000
Food Sales	81,791,000
Drug Sales	8,734,000
General Merchandise Sales	49,236,000
Furniture-Household Sales	16,614,000

*Source of Sales Records: Sales Management 1952 Survey of Buying Power

BLUE CHIP COVERAGE of this Important KEY MARKET at ONE LOW COST:

Number of Family Units		181,650
Newspaper Circulation	Daily	209,229
	Sunday	320,864

For test campaigns or general sales expansion SYRACUSE NEWSPAPERS deliver complete coverage of this busy cross section, U.S.A. at lowest cost.



ALL BUSINESS IS LOCAL!

The SYRACUSE *Newspapers*

HERALD JOURNAL — POST STANDARD
(Evening) (Morning)
HERALD-AMERICAN POST-STANDARD
(Sunday) (Sunday)

GENERAL ADVERTISING REPRESENTATIVES **MOLONEY, REGAN & SCHMITT**

Today's Weather
GENERALLY FAIR
Wed. Sunrise 5:17 Sunset 8:31

SCHENECTADY GAZETTE
Published Every Day Except Sunday
Full AP and UP Wire Service

Last Minute NEWS
Complete—in One Edition

VOL. LV, NO. 214
PRICE FIVE CENTS

Greater Reader Acceptance!

The Schenectady Gazette, with over 57 years leadership, insures even greater acceptance with its consistent circulation growth. The impact of this one newspaper in the compact Schenectady market provides a highly effective sales tool.



Sales Opportunities Increased for Gazette Advertisers

Sales Management figures for 1952 report the Schenectady County population at 147,700 with Retail sales mounting to $177,240,000. An effective Buying Income per family of $4,828!

In Schenectady It's the **GAZETTE**

REYNOLDS-FITZGERALD, INC.
NATIONAL REPRESENTATIVES

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Orleans	B4	.....	30.5	.0197	9.3	28,876	.0191	7,874	1,943	1,249	4,421	613	.....	32,889	.0149	1,078	3,536	.0171	87
Oswego	E3	.....	79.1	.0511	22.5	69,441	.0459	19,963	3,810	3,441	10,895	1,929	.....	95,073	.0432	1,202	4,225	.0456	89
Oswego	.....	.....	23.2	.0149	6.5	25,914	.0171	8,313	952	1,879	4,439	689	6,303	29,940	.0136	1,291	4,606	.0149	100
Fulton	.....	.....	14.3	.0093	4.4	19,930	.0132	5,223	1,971	1,174	3,500	588	*	20,472	.0093	1,432	4,653	.0105	113
Otsego	F5	.....	51.9	.0335	15.8	57,683	.0382	14,896	6,380	1,602	9,221	1,312	.....	58,692	.0266	1,131	3,715	.0315	94
Oneonta	.....	.....	13.9	.0089	4.3	26,684	.0177	6,356	5,710	1,012	4,315	755	9,291	19,412	.0088	1,397	4,514	.0115	129
Putnam	G6	.....	20.0	.0129	6.4	27,171	.0179	8,190	154	787	6,516	554	.....	34,997	.0159	1,750	5,468	.0159	123
2Queens	A3	96(a)	1,604.1	1.0355	484.0	1,512,112	.9999	561,132	98,224	94,080	188,290	35,160	.....	3,289,348	1.4923	2,051	6,796	1.2532	121

2 The City of New York includes the Counties: Bronx, Kings, New York, Queens and Richmond.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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No Miracles . . . We Just Sell Your Merchandise!

ONEONTA, NEW YORK

A Solid, Prosperous, Exceptionally Responsive, Small City Market Serving A Farming Area, Rich In Sales Potential.

The Oneonta Star
ABC Circulation 13,293
Daily

Station WDOS
MBS Affiliate
250 Strategic Watts

BLANKETING THE DAIRYLAND OF OTSEGO AND DELAWARE COUNTIES

The TROY CITY ZONE Constitutes a BIG SEGMENT of NEW YORK STATE'S NO. 3 METROPOLITAN MARKET...

the rapidly-growing **TROY-ALBANY-SCHENECTADY MARKET.**

TROY CITY ZONE

GAINS listed in 1952 Survey of Buying Power over **1951 figures.**

	1951		1952
POPULATION:	122,000	- - - - -	123,600
RETAIL SALES:	$140,655,000	- - - - -	$145,377,000
FOOD SALES:	$ 39,177,000	- - - - -	$ 42,075,000
DRUG SALES:	$ 2,738,500	- - - - -	$ 3,100,000

RATE: 18¢ per line COVERAGE: 99% (City Zone) CIRC.: 45,696 (Sept. 1951)

THE RECORD NEWSPAPERS

The Troy Record The Times Record

Troy, N. Y.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rensselaer	G4	2	135.1	.0872	39.6	144,406	.0955	39,376	9,980	9,581	25,628	2,879	.....	186,174	.0845	1,378	4,701	.0883	101
▲Troy	.....	.....	73.6	.0475	21.3	110,841	.0733	28,234	8,203	8,683	21,210	2,329	39,767	100,136	.0454	1,361	4,701	.0542	114
2Richmond	A3	96(a)	196.3	.1267	53.4	160,284	.1060	63,104	6,494	8,081	19,364	4,220	.....	291,334	.1322	1,484	5,456	.1232	97
Rockland	A2	96(a)	92.3	.0596	22.7	75,077	.0496	25,930	2,059	4,583	13,216	1,996	.....	120,729	.0548	1,308	5,318	.0542	91
Nyack	.....	.....	6.1	.0040	1.8	18,940	.0125	5,159	580	2,546	5,665	454	*	7,766	.0035	1,273	4,314	.0063	158
St. Lawrence	F2	.....	100.2	.0647	26.4	90,317	.0597	25,461	8,488	4,016	12,833	2,239	.....	108,049	.0490	1,078	4,093	.0554	86
Massena	.....	.....	13.4	.0086	4.2	17,260	.0114	5,080	1,483	938	3,674	378	2,339	17,058	.0078	1,273	4,061	.0090	105
Ogdensburg	.....	.....	16.4	.0106	4.1	16,701	.0110	5,005	1,932	1,059	1,356	416	10,331	25,217	.0114	1,538	6,150	.0111	105
Potsdam	.....	.....	7.7	.0050	1.8	12,173	.0081	4,288	1,661	874	1,306	181	*	11,294	.0051	1,467	6,274	.0060	120
Gouverneur	.....	.....	5.0	.0032	1.6	11,990	.0079	3,844	939	740	2,405	184	*	5,922	.0027	1,184	3,701	.0043	134
Saratoga	G4	.....	77.4	.0499	22.6	70,021	.0463	19,826	3,359	2,670	10,489	1,654	.....	88,884	.0403	1,148	3,933	.0440	88
Saratoga Springs	.....	.....	15.9	.0103	4.7	25,810	.0171	4,882	1,588	1,284	5,022	758	5,279	21,910	.0100	1,378	4,662	.0122	118
Mechanicville	.....	.....	7.8	.0050	2.2	11,692	.0077	3,498	753	531	2,197	252	*	8,958	.0040	1,148	4,072	.0053	106
Schenectady	G5	2	147.7	.0954	45.4	177,240	.1172	45,453	18,690	8,173	29,128	4,297	.....	219,206	.0995	1,484	4,828	.1040	109

2 The City of New York includes the Counties: Bronx, Kings, New York, Queens and Richmond.

▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.

*Withheld to avoid disclosure.

DON'T SETTLE FOR A THREE-CITY MARKET AREA WHEN YOU CAN REACH

22 METROPOLITAN AREAS WITH

ONE RADIO STATION

THROUGH STATION WGY, YOUR SALES MESSAGE WILL BE RECEIVED IN

22 Cities

53 Counties

458 Towns in 6 States

★ ★ ★ ★ ★

NO OTHER SINGLE STATION CAN CLAIM THIS AREA CONTAINING

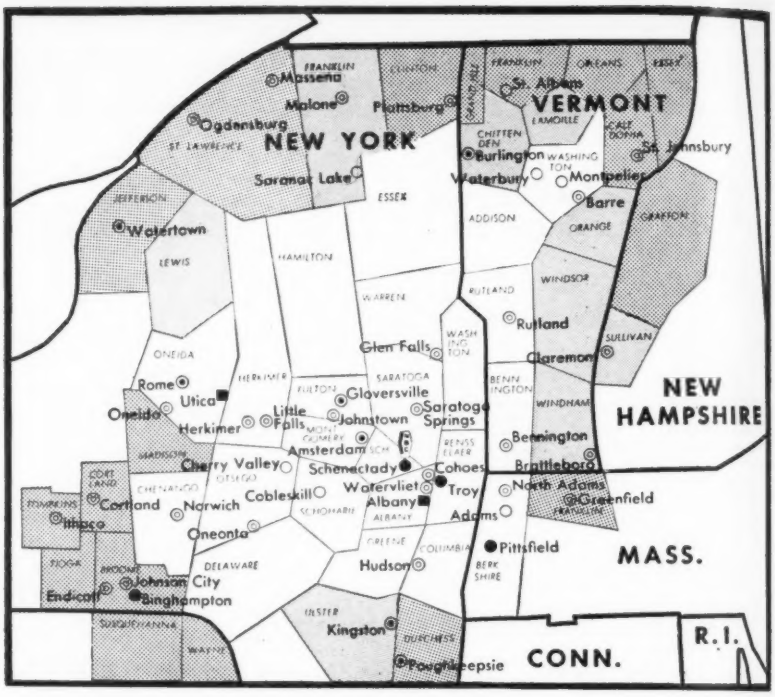
840,000 Radio Families

2,846,300 People

$3,137,683,000 Retail Sales

$3,804,677,000 Spendable Income

A GENERAL ELECTRIC STATION



WGY

50,000 watts — Affiliated with NBC

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Schenectady..	.....	.....	94.3	.0609	29.4	153,112	.1012	37,003	18,246	7,629	27,175	4,050	37,653	138,302	.0628	1,467	4,704	.0739	121
Schoharie.....	F5	.....	23.4	.0151	6.8	23,241	.0154	5,447	1,076	497	5,662	350	.....	26,871	.0122	1,148	3,952	.0137	91

▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.

HERE'S HOW YOU CAN TELL WHAT THE RETAIL SALES VOLUME WILL BE NEXT MONTH IN 200 CITIES

In every first-of-the-month issue SALES MANAGEMENT *forecasts* what the month's retail sales will be in more than 200 leading U. S. cities. For each city, we give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys* "High-Spot Cities" alerts you to sales changes in the making . . . each month.

To SCORE a direct HIT in the Schenectady Market

it's the

SCHENECTADY UNION-STAR

Today's NEWS Today



SATURATING the CITY ZONE—
The heart of Schenectady's
TRADING AREA!

Leadership In The City Zone For Over 17 Years

In SCHENECTADY—The Bulls-Eye of the target is the City Zone—Where 84% of the Retail Trading Area's population is concentrated!

Paralleling this population, is the circulation of the Schenectady Union-Star, concentrated in the City Zone. Population, 132,189 of larger income families!

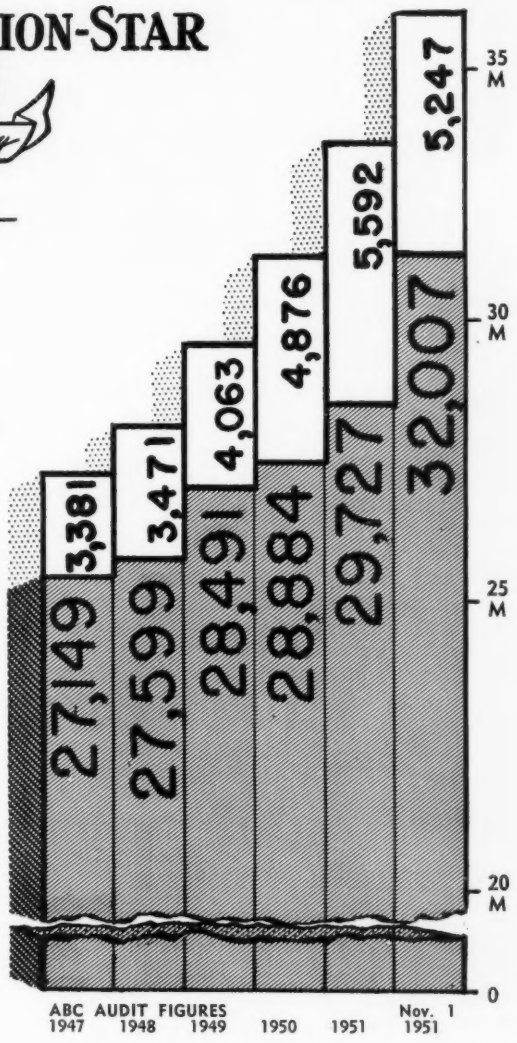
City Zone Circulation 32,007*
Total circulation for November 1951 37,254
85.9% Carrier Delivered—*and in the EVENING, too!*

Represented Nationally
by the
KELLY-SMITH COMPANY

*A.B.C. Publishers
Statement 9/30/51



TOTAL
CIRCULATION



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Schuyler	D5	.....	14.6	.0094	4.4	13,359	.0088	2,930	514	459	2,911	264	.....	16,511	.0074	1,131	3,753	.0082	87
Seneca	D4	.....	30.2	.0195	7.7	21,071	.0139	5,740	730	548	3,677	557	.....	29,891	.0136	990	3,882	.0149	76

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Before using these figures, see explanation page 15.

How the World's Largest Business Uses the Survey . . . Page 49

CORNING, N. Y.

From All Angles . . . . . A GREAT ADVERTISING BUY!

Check Corning's automotive sales. That's right . . . 97% above the national family average! Clear indication that a substantial trading area population depend on Corning for their living needs.

Sales in other commodity groups tell the same story . . . food 47% above, furniture - household 40%, general merchandise 17%, drugs 36%—all retail 36%.

Corning's A.B.C. city zone population has grown to 26,389 . . . combined city and trading area to 87,552. A fast-growing market . . . bedrocked on mighty industries . . . like Corning Glass and Ingersoll-Rand . . . and on a multi-million farm income. Booming, too, as a tourist attraction since the opening of Corning's "Glass Center" — 250,000 visitors in four months.

The Corning Market is becoming increasingly important in your sales and advertising plans involving upstate New York. It is served by one newspaper . . . The Leader.

THE EVENING LEADER

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Steuben	C5	.....	93.7	.0605	27.0	89,054	.0589	23,750	7,401	3,438	18,186	2,063	.....	115,902	.0526	1,237	4,293	.0561	93
Corning	.....	.....	18.2	.0117	5.2	23,934	.0159	6,214	2,462	1,291	6,140	701	3,769	25,736	.0117	1,414	4,949	.0129	110
Hornell	.....	.....	15.5	.0100	4.8	22,912	.0151	6,252	2,336	1,059	4,365	598	6,389	21,647	.0098	1,397	4,510	.0114	114
Bath	.....	.....	5.5	.0036	1.9	11,563	.0077	2,300	660	503	3,443	218	619	7,484	.0034	1,361	3,939	.0047	131
Suffolk	C2	98(a)	287.9	.1858	76.4	300,789	.1989	92,407	14,155	11,470	42,829	7,051	.....	432,617	.1963	1,503	5,663	.1950	105
Patchogue	.....	.....	7.8	.0050	2.4	22,623	.0149	6,653	4,159	900	2,347	354	5,806	13,376	.0060	1,715	5,573	.0085	170
Babylon	.....	.....	6.3	.0041	1.9	12,507	.0083	5,096	204	647	2,265	265	*	7,792	.0036	1,237	4,101	.0051	124

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

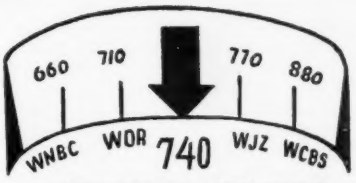
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300,000
SUFFOLK BUYERS
NOT COVERED OR CLAIMED
BY ANY OTHER ADVERTISING MEDIUM

PLUS+NASSAU POPULATION 701,600
PLUS+WESTCHESTER POPULATION 624,200
PLUS+FAIRFIELD, CONN. POPULATION 505,300
PLUS+NEW HAVEN CONN. POPULATION 543,600

WGSM reaches the $3 billion dollar World's Greatest Suburban Market

and only
WGSM
reaches them
1000 WATTS
at the best spot on the dial



HUNTINGTON, NEW YORK

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW YORK — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sullivan	F6	.....	41.7	.0269	12.7	68,566	.0454	21,727	2,301	2,045	9,794	1,965	.....	60,428	.0274	1,449	4,758	.0327	122
Monticello	.....	.....	4.3	.0028	1.4	15,169	.0100	4,369	672	484	3,857	502	4,327	7,144	.0032	1,661	5,103	.0051	182
Liberty	.....	.....	4.8	.0031	1.6	12,109	.0080	3,639	422	470	1,037	362	*	7,722	.0035	1,609	4,826	.0048	155
Tioga	D5	.....	30.9	.0200	9.3	28,091	.0185	7,565	3,415	689	3,246	482	.....	33,862	.0153	1,096	3,641	.0172	86
Tompkins	D5	.....	62.7	.0404	16.6	60,928	.0403	15,123	6,083	2,474	11,407	1,320	.....	97,511	.0443	1,555	5,874	.0423	105
Ithaca	.....	.....	31.1	.0200	7.6	45,922	.0304	11,423	5,446	2,192	8,063	1,086	7,754	55,509	.0252	1,785	7,304	.0257	129
Ulster	F6	.....	95.0	.0614	28.9	103,785	.0687	31,936	7,089	4,966	12,777	2,073	.....	127,587	.0579	1,343	4,415	.0618	101
Kingston	.....	.....	29.6	.0191	9.1	49,862	.0330	14,407	5,165	3,292	9,946	1,051	32,636	47,619	.0216	1,609	5,233	.0245	128
Warren	G3	.....	40.0	.0258	12.1	63,716	.0421	15,003	5,334	3,692	13,485	1,503	.....	50,178	.0227	1,254	4,147	.0291	113
Glens Falls	.....	.....	19.9	.0129	6.2	43,703	.0289	10,030	4,657	2,486	8,909	1,037	13,120	27,423	.0125	1,378	4,423	.0175	136
Washington	G4	.....	47.9	.0309	13.5	36,928	.0244	11,946	1,269	548	3,816	1,116	.....	49,926	.0227	1,042	3,698	.0249	81
Wayne	C4	.....	58.4	.0377	17.4	57,897	.0383	13,325	3,270	1,847	12,220	1,234	.....	72,237	.0328	1,237	4,152	.0354	94
Newark	.....	.....	10.6	.0068	2.5	15,560	.0103	3,195	1,408	438	3,896	144	*	13,980	.0063	1,319	5,592	.0076	112

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

LOOK HERE!

AN 80.4% HOOPER
IN A $100,644,000.* MARKET

THAT'S

WWSC

ABC IN GLENS FALLS, NEW YORK

SEE "BILL" RAMBEAU FOR FULL STORY

* Sales Management Retail Sales for Warren and Washington counties

Per capita and per family sales ratios for all metropolitan areas . . . for total retail, food, general merchandise, furniture-household-radio, automotive and drug products—on pages 178 and 180.

NEW YORK — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Westchester	A2	96(a)	639.5	.4128	182.7	754,926	.4992	240,142	34,007	46,294	124,451	19,635	.....	1,717,732	.7793	2,686	9,402	.6220	151
Yonkers	.....	.....	156.5	.1011	46.4	141,473	.0935	48,910	6,296	8,665	22,363	3,363	74,546	293,194	.1330	1,873	6,319	.1148	114
White Plains	.....	.....	44.6	.0287	12.4	116,477	.0770	34,119	9,443	8,534	22,709	2,457	19,294	140,285	.0637	3,145	11,313	.0607	211
Mount Vernon	.....	.....	73.7	.0476	21.7	95,972	.0635	32,954	4,298	8,180	18,392	2,028	36,007	208,437	.0946	2,828	9,605	.0759	150
New Rochelle	.....	.....	61.2	.0395	17.2	87,460	.0578	20,221	7,040	6,172	18,820	1,721	28,434	188,212	.0853	3,075	10,943	.0679	172
Port Chester	.....	.....	24.6	.0159	6.7	34,795	.0230	10,854	1,605	3,489	2,715	957	13,156	44,769	.0204	1,820	6,682	.0203	128
Peekskill	.....	.....	18.2	.0118	5.2	30,222	.0200	9,500	1,644	2,287	4,354	1,070	5,931	31,528	.0143	1,732	6,063	.0155	131
Ossining	.....	.....	16.6	.0107	4.4	21,948	.0145	6,146	703	1,232	3,659	524	*	33,442	.0151	2,015	7,600	.0140	131
Bronxville	.....	.....	6.9	.0044	1.9	17,138	.0113	6,434	352	630	418	889	*	26,827	.0122	3,888	14,119	.0104	236
Mount Kisco	.....	.....	6.1	.0040	1.7	15,240	.0101	3,685	305	1,042	3,987	203	*	16,171	.0073	2,651	9,512	.0075	188
Scarsdale	.....	.....	13.4	.0086	3.5	15,001	.0099	4,087	388	160	.....	429	*	50,913	.0231	3,799	14,547	.0162	188
Mamaroneck	.....	.....	16.0	.0103	4.6	14,634	.0097	5,839	289	706	714	550	3,191	47,508	.0216	2,969	10,328	.0158	153
Rye	.....	.....	12.5	.0081	3.5	13,491	.0089	4,654	197	476	2,910	473	*	42,421	.0192	3,394	12,120	.0139	172
Larchmont	.....	.....	6.4	.0041	1.8	13,368	.0089	5,940	390	606	1,766	537	496	24,995	.0114	3,905	13,886	.0092	224
Tarrytown	.....	.....	9.0	.0058	2.6	11,906	.0078	4,865	425	1,267	925	401	*	24,332	.0110	2,704	9,358	.0090	155
Wyoming	B5	.....	33.6	.0217	9.3	30,372	.0200	6,497	2,164	1,291	5,574	600	.....	39,208	.0178	1,167	4,216	.0192	88
Yates	C5	.....	18.0	.0116	5.8	20,809	.0138	7,996	910	948	3,695	372	.....	21,005	.0095	1,167	3,751	.0112	97
Total Above Cities	.....	.....	12,045.7	7.7756	3,614.0	15,055,340	9.9549	4,069,027	1,643,577	927,262	1743,174	370,308	20,564,296	21,693,174	9.8420	1,801	6,003	9.4615	122
State Total	.....	.....	15,163.9	9.7883	4,491.3	17,253,744	11.4085	4,706,522	1,720,097	989,587	2085,568	420,079	.....	26,023,077	11.8065	1,716	5,794	11.2836	115
Per Capita Sales	.....	.....	.....	.....	.....	1,138	.....	310	113	65	138	28	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,842	.....	1,048	383	220	464	94	.....	.....	.....	.....	.....	.....	.....

NEW YORK — SM Standard Metropolitan County Areas

Albany-Schenectady-Troy	.....	2	527.0	.3402	160.0	664,430	.4394	158,053	98,662	34,826	107,043	12,314	.....	819,614	.3719	1,555	6,068	.3857	117
Binghamton	.....	16	190.2	.1228	55.0	208,488	.1378	51,940	30,090	12,445	38,250	5,420	.....	248,784	.1128	1,308	4,523	.1223	100
Buffalo	.....	21	1,119.6	.7226	318.3	1,282,898	.8483	325,338	179,588	61,549	230,661	33,009	.....	1,639,261	.7438	1,464	5,150	.7709	107
△Elmira	.....	170	89.9	.0580	26.9	112,332	.0743	25,752	10,489	6,427	23,312	2,199	.....	131,849	.0598	1,467	4,901	.0638	110
New York-N. E. New Jersey	.....	96(a)	9,758.7	6.2993	2,924.0	11,282,381	7.4601	3,166,120	1,071,024	707,958	1050,584	278,941	.....	18,464,659	8.3772	1,892	6,315	7.6886	122

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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the ELMIRA story

WENY Number 1 Radio Outlet in Elmira.

ELMIRA'S Per Capita Retail Sales SECOND of all New York State large cities.

WENY offers listeners in this rich metropolitan area at the lowest available cost per thousand.

HOOPER AUDIENCE INDEX

	WENY	Station "B"	Others
MORNING	54.4	40.5	5.1
AFTERNOON	64.4	30.4	5.2
EVENING	56.9	39.9	3.2

TOTAL PERIODS RATED — 137 • WENY 100 "FIRSTS," 1 TIE
• HOOPER RATING SURVEY ELMIRA, N. Y. NOVEMBER, 1951

Member GARRETT RADIO GROUP

OWNED and OPERATED by ELMIRA STAR-GAZETTE, Inc.

REPRESENTATIVES:
EVERETT-McKINNEY, Inc., New York - Chicago • LEE F. O'CONNELL Co., Los Angeles - San Francisco

WENY
NBC in ELMIRA, N. Y.

The Westchester Group Newspapers are the only source the entire Westchester market relies upon for the local news essential to every family.

Combine this outstanding fact with the knowledge that Westchester has a total income of more than $1,717,000,000,[a] a total savings of well over $1,350,000,000,[b] the nation's highest per capita income of $2,686,[a] plus daily retail sales exceeding $2,400,000,[a] and you come up with an unbeatable sales-producing combination!

You reach this unique area with immediate local impact, necessary consumer confidence, and highly intensive coverage only through . . .

a. Copyright 1952, Sales Management Survey of Buying Power; further reproduction not licensed
b. Based on Westchester County Clearing House Assn. and N. Y. State Dept. of Commerce reports.

The Westchester Group Newspapers

YONKERS . . . . . Herald Statesman
MT. VERNON . . . . . Daily Argus
NEW ROCHELLE . . . . Standard Star
MAMARONECK . . . . . Daily Times
PORT CHESTER . . . . . Daily Item
WHITE PLAINS . . . Reporter Dispatch
TARRYTOWN . . . . . Daily News
OSSINING . . . . . Citizen Register
PEEKSKILL . . . . Evening Star (Affil.)
and WESTCHESTER weekly group

REPRESENTED NATIONALLY BY KELLY-SMITH CO.

IN SYRACUSE... TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact... WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR ACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

NEW YORK — SM Standard Metropolitan County Areas — (Continued)

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rochester		116	498.8	.3220	149.2	543,601	.3598	133,380	74,120	31,110	98,256	16,114		872,825	.3960	1,750	5,850	.3703	115
Syracuse		142	352.4	.2275	101.3	397,935	.2631	103,005	50,838	17,888	64,484	10,432		529,540	.2403	1,503	5,227	.2446	108
Utica-Rome		150	290.9	.1878	83.3	315,309	.2086	84,482	26,375	16,277	47,263	6,497		403,021	.1828	1,385	4,838	.1915	102

NORTH CAROLINA — (Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; Maryland, p. 333; South Carolina, p. 527; Virginia, p. 585; West Virginia, p. 600.)

N. C. state map—page 450

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Albemarle	Stanly	12.2	54	11	17	18	6
Asheboro	Randolph	7.9	40	8	17	18	7
Asheville	Buncombe	53.8	181	30	52	44	35
Burlington	Alamance	25.4	98	13	26	37	10
Charlotte	Mecklenberg	139.3	300	28	64	57	49
Concord	Cabarrus	17.0	81	14	14	20	9
Dunn	Harnett	6.5	37	10	11	13	5
Durham	Durham	73.4	241	21	51	29	26
Elizabeth City	Pasquotank	13.1	113	9	13	18	7
Fayetteville	Cumberland	38.5	115	14	18	28	15
Gastonia	Gaston	23.9	75	12	25	29	8
Goldsboro	Wayne	21.9	119	20	19	21	11
Greensboro	Guilford	76.7	205	27	43	35	26
Greenville	Pitt	17.1	76	10	15	20	9
Henderson	Vance	11.2	47	9	10	15	9
Hendersonville	Henderson	6.3	39	15	14	17	9
Hickory	Catawba	15.3	44	13	26	30	6
High Point	Guilford	41.4	109	12	36	28	18
Kannapolis	Cabarrus	29.1	*	*	*	*	*
Kinston	Lenoir	18.8	103	12	12	24	13
Lenoir	Caldwell	8.2	42	8	14	17	4
Lexington	Davidson	14.0	56	7	24	16	6
Lumberton	Robeson	9.4	47	14	10	17	6
Monroe	Union	10.4	42	10	13	19	4
Morganton	Burke	8.6	37	5	7	16	5
Mount Airy	Surry	7.4	53	9	15	14	6
New Bern	Craven	17.0	83	11	14	16	7
North Wilkesboro	Wilkes	4.4	25	6	11	8	5
Raleigh	Wake	67.7	208	20	43	36	30
Reidsville	Rockingham	12.1	54	9	16	18	5
Roanoke Rapids	Halifax	8.3	39	9	14	13	6
Rockingham	Richmond	3.4	29	7	11	11	3
Rocky Mount	Nash	28.3	126	16	26	25	13
Salisbury	Rowan	20.5	64	13	16	22	10
Sanford	Lee	10.5	35	10	8	15	6
Shelby	Cleveland	15.9	73	12	15	17	5
Statesville	Iredell	17.3	65	11	16	25	9
Tarboro	Edgecombe	8.2	36	5	6	14	8
Washington	Beaufort	9.8	76	14	18	17	5
Whiteville	Columbus	4.3	23	8	11	15	4
Wilmington	New Hanover	47.2	224	20	37	24	18
Wilson	Wilson	23.6	122	10	21	23	10
Winston-Salem	Forsyth	89.5	298	28	53	39	28

*Withheld to avoid disclosure.

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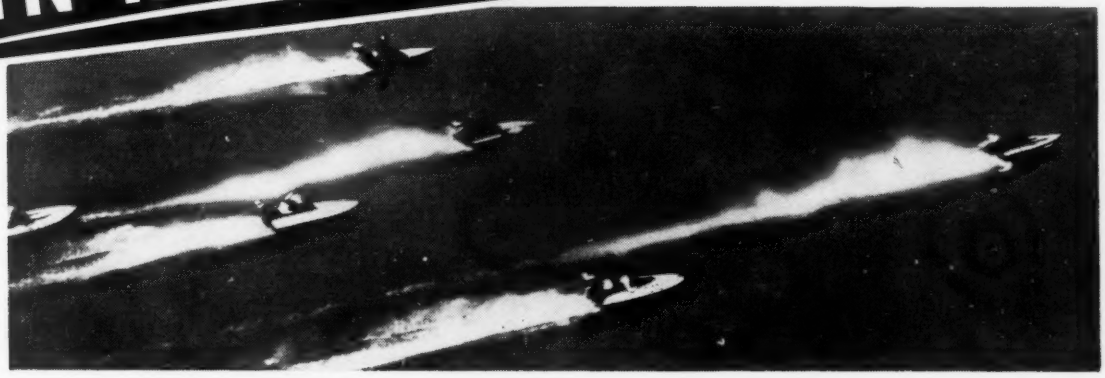
Before using these figures, see explanation page 15.



.... FIRST BY LENGTHS!



.... IN ROCHESTER!



IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score,—

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	246	150	21	0	0	0
TIES	12	15	3	0	0	0

Station on 'til sunset only

WHEC carries ALL of the "top ten" daytime shows!

—·—

WHEC carries SIX of the "top ten" evening shows!

BUY WHERE THEY'RE LISTENING:—

WHEC has consistently led in Rochester audience ratings since they were first inaugurated in 1943.

Material in this advertisement is from the latest Pulse report before closing.

CBS

WHEC of Rochester

MEMBER GANNETT RADIO GROUP

NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*

BURLINGTON MAKES THE "FIRST TEAM"!

Up from 20th N. C. City to one of the first eleven with the largest percentage gain over 1940 of any N. C. city of over 12,000 . . . and 12,297 population increase (5th greatest numerical gain in the state) . . . Burlington's total population in the 1950 Census was:

24,495

S. M. estimate for 1952—25,400

11th NORTH CAROLINA CITY

THE CITY OF BURLINGTON

BURLINGTON, N. C.

Alamance County 1951

Effective Buying Income $94,757,000

Retail Sales $60,944,000

NORTH CAROLINA — (Continued)

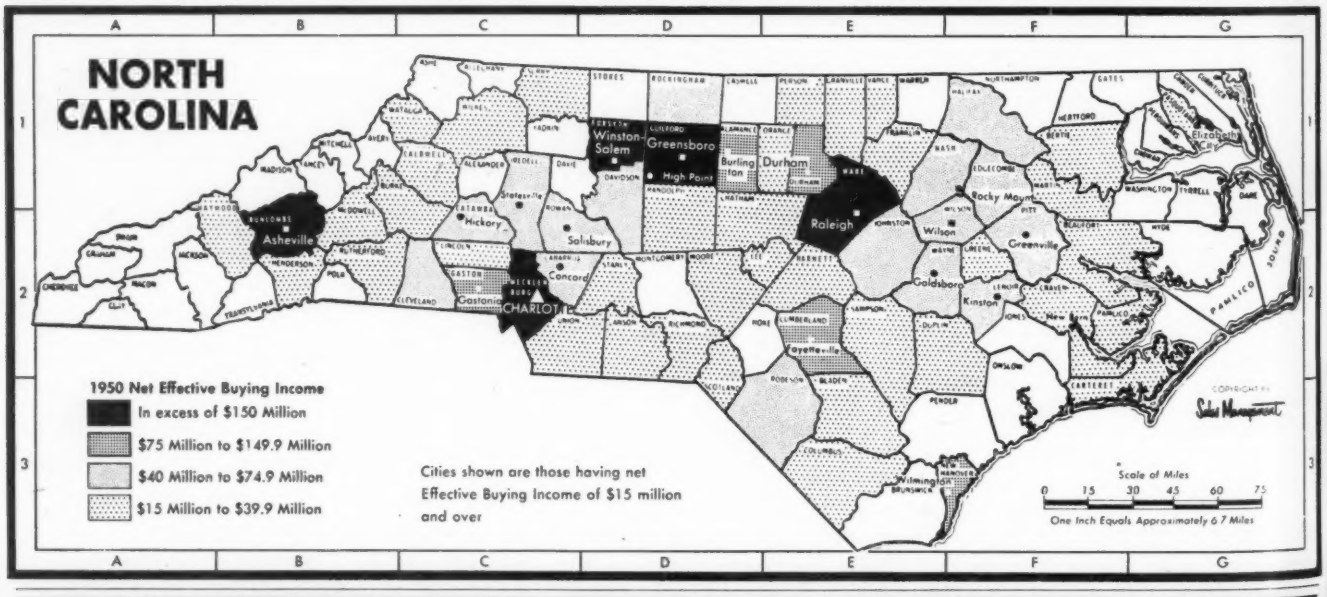
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Alamance	D1		73.8	.0476	19.3	60,944	.0403	14,637	5,857	5,384	13,528	1,616		94,757	.0430	1,284	4,910	.0430	90
Burlington			25.4	.0164	7.2	44,131	.0292	7,894	5,110	3,912	10,335	1,132	10,985	42,320	.0192	1,666	5,878	.0216	132
Alexander	C1		14.8	.0096	3.6	5,669	.0037	1,241	664	313	1,795	96		8,848	.0040	598	2,458	.0050	52
Alleghany	C1		8.2	.0053	2.1	2,717	.0018	427	515	*	695	48		4,261	.0019	520	2,029	.0025	47
Anson	D2		27.1	.0175	6.4	14,336	.0095	3,128	1,855	797	4,428	377		18,322	.0084	676	2,863	.0105	60
Ashe	C1		22.2	.0143	5.3	6,226	.0041	1,178	778	293	1,468	98		10,222	.0046	460	1,929	.0063	44
Avery	B1		13.5	.0087	3.2	3,268	.0022	893	664	*	*	93		5,159	.0023	382	1,612	.0035	40
Beaufort	F2		37.6	.0243	9.4	27,557	.0182	6,958	2,436	1,502	4,562	602		36,849	.0167	980	3,920	.0186	77
Washington			9.8	.0063	2.8	20,298	.0134	3,937	1,808	1,189	3,899	439	8,490	12,681	.0058	1,294	4,529	.0082	130
Bertie	F1		26.9	.0174	6.0	14,193	.0094	2,512	1,799	373	4,947	218		17,675	.0081	657	2,946	.0103	59
Bladen	E2		30.4	.0196	6.8	13,310	.0088	3,155	2,739	548	4,249	309		16,376	.0074	539	2,408	.0103	53
Brunswick	E3		19.8	.0128	4.6	4,115	.0027	1,274	885	150	817	180		6,793	.0031	343	1,477	.0049	38

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.



YOU GET 1/5 OF ALL SALES IN NORTH CAROLINA—in the GROWING GREENSBORO 12-COUNTY A.B.C. MARKET

REACHED ONLY BY THE

GREENSBORO NEWS and RECORD

100,000 COPIES EVERY DAY! 400,000 READERS EVERY DAY!

he spins yarns for yarn spinners





COLOSSUS OF THE CAROLINAS

Workers in the Carolinas' 2 billion dollar textile industry are an important segment of WBT's listening audience of 3,000,000 who have elevated Grady Cole to the rank of premier radio personality of the Southeast. Grady's knowledge of the Carolina buying public is unmatched—his sales knack cannot be imitated. If you have anything—repeat *anything*—to sell to the Carolinas, Grady is your man.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Check It! Analyze It! . . . and You'll Find



The $298,396,000* ASHEVILLE Market BEST for Your TEST

Asheville's preeminence as a Test Market in South and Southwest authoritatively recognized in *Sales Management's* recent important Test Market Survey. Ask us for details!

Thorough coverage of this rich, diversified 19-county market offered exclusively by the 55,521 circulation of *The Asheville Citizen* and *The Asheville Times*. Too: Our Merchandising Department always stands ready to give effective cooperation.

Write or Wire for Full Market Facts!

ASHEVILLE'S DRUG STORE SALES (1951) Per Capita **$67**

ASHEVILLE'S FOOD STORE SALES (1951) Per Capita **$335**

HIGHEST OF ALL COMPARABLE NORTH CAROLINA CITIES

Figures Derived from Survey of Buying Power

**1951 Retail Sales (Survey of Buying Power)*

The BRANHAM Company
General Representatives

Asheville, N. C.
MORNING EVENING
CITIZEN & TIMES
SUNDAY CITIZEN-TIMES

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

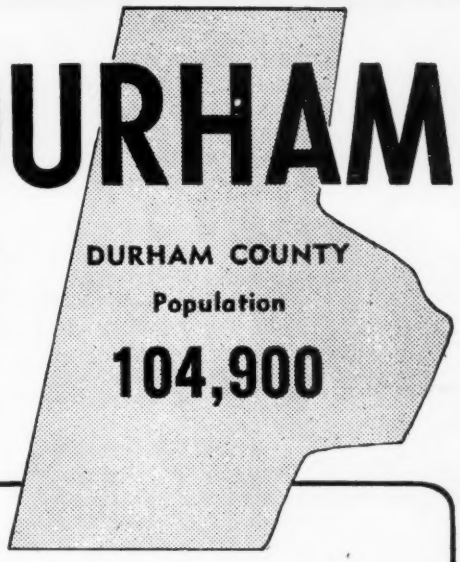
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Buncombe	B2	7	126.2	.0813	34.1	115,222	.0762	24,420	18,762	6,326	20,025	4,291	.....	174,443	.0791	1,382	5,116	.0787	97
▲Asheville	.....	.....	53.8	.0348	15.5	99,680	.0659	18,014	17,563	5,735	19,106	3,625	49,938	84,889	.0385	1,578	5,477	.0460	132
Burke	B1	.....	47.0	.0304	11.1	21,713	.0144	5,035	1,972	1,291	4,545	617	.....	33,143	.0151	705	2,988	.0180	59
Morganton	.....	.....	8.6	.0055	2.5	13,670	.0091	2,701	874	677	3,518	390	•	8,342	.0038	970	3,337	.0057	104
Cabarrus	C2	.....	65.5	.0421	17.3	57,677	.0381	16,228	8,583	4,910	10,778	1,773	.....	64,192	.0291	980	3,711	.0344	82
Concord	.....	.....	17.0	.0110	4.8	26,266	.0173	6,769	4,027	2,374	5,543	783	6,962	19,167	.0086	1,127	3,993	.0117	106
1Kannapolis	.....	.....	29.1	.0188	7.7	27,318	.0181	7,362	4,016	2,357	5,005	844	•	30,194	.0137	1,038	3,921	.0160	85
Caldwell	C1	.....	44.9	.0290	10.8	24,535	.0162	7,323	2,037	1,664	6,045	675	.....	33,465	.0152	745	3,099	.0183	63
Lenoir	.....	.....	8.2	.0053	2.4	15,562	.0103	3,364	1,358	1,317	3,250	527	•	7,716	.0035	941	3,215	.0059	111
Camden	G1	.....	5.3	.0034	1.4	981	.0007	523	25	.....	.....	.....	.....	3,689	.0016	696	2,635	.0017	50
Carteret	F3	.....	24.1	.0156	8.2	12,643	.0083	4,400	552	621	1,692	635	.....	18,663	.0085	774	3,010	.0099	63
Caswell	D1	.....	21.2	.0137	4.5	3,893	.0026	990	518	260	860	51	.....	11,016	.0050	520	2,448	.0060	44
Catawba	C1	.....	63.9	.0412	16.9	46,896	.0310	11,090	5,089	3,329	11,234	1,099	.....	70,765	.0321	1,107	4,187	.0336	82
Hickory	.....	.....	15.3	.0098	4.3	31,123	.0206	7,167	4,095	2,283	8,529	544	11,125	20,090	.0092	1,313	4,672	.0127	130
Chatham	D1	.....	25.8	.0167	6.3	13,714	.0091	2,144	1,585	706	3,168	260	.....	18,193	.0083	705	2,888	.0102	61
Cherokee	A2	.....	18.6	.0120	4.4	8,368	.0055	1,839	832	619	2,321	97	.....	8,750	.0039	470	1,989	.0060	50
Chowan	G1	.....	12.8	.0083	3.0	7,195	.0048	1,625	588	400	1,482	202	.....	11,170	.0051	873	3,723	.0057	69
Clay	A2	.....	6.1	.0039	1.5	817	.0005	218	166	•	.....	99	.....	1,677	.0008	275	1,118	.0013	33
Cleveland	C2	.....	66.0	.0426	16.2	42,457	.0281	9,666	7,645	2,281	8,449	870	.....	51,110	.0232	774	3,155	.0286	67
Shelby	.....	.....	15.9	.0103	4.5	26,175	.0173	4,659	4,049	1,963	6,146	622	•	14,960	.0068	941	3,324	.0106	103
Columbus	E3	.....	51.9	.0335	12.0	28,186	.0186	5,557	3,588	2,601	7,327	793	.....	30,507	.0138	588	2,542	.0192	57
Whiteville	.....	.....	4.3	.0028	1.4	13,944	.0092	1,756	1,661	1,074	4,407	396	3,913	4,426	.0020	1,029	3,161	.0043	154
Craven	F2	.....	52.3	.0338	12.5	31,521	.0209	7,073	4,191	1,665	6,061	969	.....	46,114	.0209	882	3,689	.0235	70
New Bern	.....	.....	17.0	.0110	4.8	26,307	.0174	5,038	3,840	1,599	4,844	805	6,354	18,827	.0085	1,107	3,922	.0117	106
Cumberland	E2	.171	109.6	.0707	22.7	68,178	.0451	14,580	10,539	3,414	14,065	1,939	.....	118,679	.0538	1,083	5,228	.0548	77
△Fayetteville	.....	.....	38.5	.0248	10.5	59,795	.0395	9,586	10,075	3,128	13,580	1,782	18,576	46,768	.0212	1,215	4,454	.0274	110

1 Kannapolis is in Cabarrus and Rowan Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

STEADY GROWING DURHAM



Economists call Durham "depression proof." Consistent consumer demand for cigarettes and other Durham-made products keep the cash registers ringing year after year. Also, its many educational institutions such as Duke University and near-by University of North Carolina add an unusual steady economic influence.

Sales Management's current survey shows population up 2,700 and retail sales up $3,000,000 over last year Now's a good time to grab a bigger share of steady, growing market. One buy covers Durham and its rich surrounding trade area.

Durham Herald & Sun Newspapers

REPRESENTED BY THE KATZ AGENCY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH CAROLINA—(Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES—1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Currituck	G1		6.3	.0041	1.8	2,118	.0014	667	387	*				4,140	.0018	657	2,300	.0021	51
Dare	G1		5.5	.0035	1.5	3,168	.0021	1,090	332	383	492	94		4,579	.0021	833	3,053	.0024	69
Davidson	D1		64.3	.0415	16.9	41,518	.0274	10,034	3,231	4,032	8,676	881		53,534	.0243	833	3,168	.0287	69
Lexington			14.0	.0091	3.9	20,859	.0138	4,612	1,771	2,659	4,100	453	4,307	12,625	.0057	902	3,237	.0088	97
Davie	C1		15.7	.0102	4.0	6,801	.0045	1,672	832	391	1,495	243		9,701	.0044	618	2,425	.0056	55
Duplin	E2		41.9	.0270	10.0	16,262	.0108	4,225	2,477	944	3,024	503		25,470	.0116	608	2,547	.0144	53
Durham	E1	43	104.9	.0677	27.5	96,305	.0636	18,083	14,111	6,653	17,888	3,188		160,364	.0727	1,529	5,831	.0690	102
▲Durham			73.4	.0473	19.4	91,212	.0603	16,406	13,507	6,396	17,180	3,080	32,489	120,161	.0546	1,637	6,194	.0548	116

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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YOU GET 1/5 OF ALL SALES IN NORTH CAROLINA—in the GROWING GREENSBORO 12-COUNTY A.B.C. MARKET
REACHED ONLY BY THE
GREENSBORO NEWS and RECORD
100,000 COPIES EVERY DAY! 400,000 READERS EVERY DAY!

MARKETS ARE PEOPLE WITH MONEY TO SPEND

The WINSTON-SALEM MARKET

9 rich Counties in which only the JOURNAL & SENTINEL have an average effective coverage of 70%

Population 442,200*

Retail Sales $280,455,000*

* SALES MANAGEMENT, 1952 SURVEY OF BUYING POWER

"BEST FOR TEST"

A monthly grocery inventory covering 48 classifications in Winston-Salem and Forsyth County is available to food advertisers.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM TWIN CITY

JOURNAL and SENTINEL

MORNING SUNDAY EVENING

National Representative KELLY-SMITH COMPANY

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Edgecombe	F1		52.6	.0340	12.1	34,444	.0228	8,739	3,203	2,307	8,379	726		59,780	.0271	1,137	4,940	.0272	80
Tarboro			8.2	.0053	2.1	13,754	.0091	2,416	1,990	577	3,914	412	*	8,916	.0040	1,087	4,246	.0058	109
2Rocky Mount																			
Forsyth	D1	159	149.7	.0966	41.2	117,936	.0780	25,154	16,956	7,719	21,089	3,687		225,998	.1026	1,510	5,485	.0940	97
▲Winston-Salem			89.5	.0578	25.4	105,602	.0699	20,343	16,107	6,565	19,811	3,472	65,669	143,824	.0653	1,607	5,662	.0652	113
Franklin	E1		31.8	.0205	7.3	11,041	.0073	2,729	1,461	504	1,365	386		17,130	.0077	539	2,347	.0101	49
Gaston	C2		115.5	.0746	29.5	86,204	.0570	23,275	8,463	6,346	18,690	2,614		110,876	.0503	960	3,759	.0572	77
Gastonia			23.9	.0154	6.2	52,470	.0346	10,335	6,254	4,191	13,067	1,489	26,021	32,556	.0147	1,362	5,251	.0208	135
Gates	F1		9.7	.0062	2.2	2,507	.0016	824	443	*	566	45		2,754	.0013	284	1,252	.0024	39
Graham	A2		7.1	.0046	1.7	2,282	.0016	495	885	*	*	92		1,880	.0008	265	1,106	.0018	39
Granville	E1		32.6	.0211	6.9	14,940	.0098	3,575	2,300	850	2,150	502		22,989	.0105	705	3,332	.0124	59
Greene	F2		18.3	.0118	3.9	5,264	.0035	976	1,659	*	792	141		18,467	.0084	1,009	4,735	.0076	64

2 Rocky Mount is in Edgecomb and Nash Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

YOU GET 1/5 OF ALL SALES IN NORTH CAROLINA—in the GROWING GREENSBORO 12-COUNTY A.B.C. MARKET

REACHED ONLY BY THE GREENSBORO NEWS and RECORD

OVER 100,000 COPIES EVERY DAY! OVER 400,000 READERS EVERY DAY!

GASTONIA SURPASSES 303
LARGER CITIES IN 43 STATES
IN ONE OR MORE SALES CATEGORIES

1ST IN PER CAPITA RETAIL SALES*

an amazing market!!!

1ST IN PER CAPITA AUTO SALES*

1ST IN PER CAPITA HOME FURNISHINGS SALES*

1ST IN PER CAPITA FOOD SALES*

2ND IN QUALITY MARKET INDEX

*Rank Among Top 20 N. C. Cities

GASTON COUNTY...
Completely Covered
only by the
GASTONIA GAZETTE
GASTONIA, NORTH CAROLINA
National Representatives, THE JOHN BUDD COMPANY

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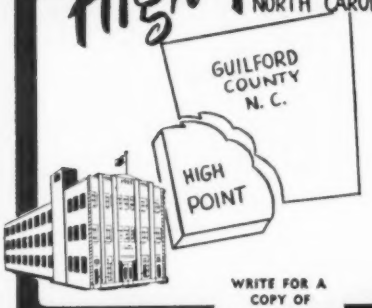
Only ONE Station DOMINATES
This Rich, Growing
15-COUNTY MARKET
With $580,950,000* Retail Sales

** Sales Management 1952 Survey of Buying Power*

WSJS
The Journal-Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by: HEADLEY-REED CO.

High Point, the Furniture and Hosiery Capital of the South

NORTH CAROLINA— A BIG SLICE of the 96th Metropolitan County Area



In the Metropolitan County Area in which it falls, HIGH POINT alone accounts for . . .

20.9% of the POPULATION	21.5% of the TOTAL RETAIL SALES	26.5% of the FOOD SALES	28.6% of the AUTOMOTIVE SALES	39.1% of the DRUG SALES	EFFECTIVE BUYING INCOME
39,973 1950 U. S. Census (11,700 families)*	45,883,000*	10,906,000*	10,277,000*	2,151,000*	PER CAPITA INCOME 1,440* PER FAMILY INCOME 5,097* TOTAL E.B.I. 59,634,000*

*1952 S. M. SURVEY OF BUYING POWER

Effectively covered only by High Point's only daily newspaper . . .

WRITE FOR A COPY OF "AN INSIDE LOOK AT HIGH POINT."

THE HIGH POINT ENTERPRISE

. . . EVENING and SUNDAY — Represented Nationally by the JOHN BUDD COMPANY

NORTH CAROLINA— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Guilford	D1	56	197.8	.1277	52.4	212,986	.1408	41,154	53,846	13,770	35,880	5,503	.....	282,937	.1283	1,430	5,400	.1319	103
▲Greensboro	.....	.....	76.7	.0496	20.0	148,944	.0985	21,489	49,262	9,996	23,974	3,154	103,517	127,025	.0577	1,656	6,351	.0683	138
▲High Point	.....	.....	41.4	.0267	11.7	45,883	.0304	10,906	3,941	3,250	10,271	2,151	26,192	59,634	.0270	1,440	5,097	.0279	104
Halifax	F1	.....	59.6	.0384	13.3	41,576	.0275	11,268	4,687	2,589	8,056	1,065	.....	47,290	.0215	793	3,556	.0267	70
Roanoke Rapids	.....	.....	8.3	.0053	2.4	16,719	.0110	4,165	1,993	1,385	3,942	525	3,848	6,752	.0031	813	2,813	.0059	111
Harnett	E2	.....	48.9	.0316	11.6	27,082	.0179	6,142	3,593	2,074	5,128	1,047	.....	36,887	.0167	754	3,180	.0200	63
Dunn	.....	.....	6.5	.0042	1.8	15,397	.0102	2,602	1,854	1,426	3,783	496	4,182	6,814	.0031	1,048	3,786	.0054	129
Haywood	B2	.....	38.6	.0249	9.9	23,009	.0153	4,138	4,402	2,326	3,784	927	.....	32,138	.0146	833	3,246	.0169	68
Henderson	B2	.....	31.9	.0206	9.1	24,985	.0165	6,142	2,200	1,550	4,668	736	.....	35,647	.0162	1,117	3,917	.0172	83
Hendersonville	.....	.....	6.3	.0041	2.0	20,881	.0138	4,227	1,793	1,356	4,409	617	*	8,581	.0039	1,362	4,291	.0069	168
Hertford	F1	.....	21.9	.0142	4.9	13,821	.0091	2,890	1,320	691	3,340	190	.....	15,246	.0069	696	3,111	.0090	63
Hoke	D2	.....	16.0	.0103	3.3	5,740	.0038	1,439	536	208	735	94	.....	10,191	.0046	637	3,088	.0055	53
Hyde	G2	.....	6.5	.0042	1.6	1,527	.0010	964	111	60	.....	46	.....	2,994	.0014	461	1,871	.0018	43
Iredell	C1	.....	57.6	.0372	15.2	40,548	.0269	10,516	4,332	2,963	8,728	1,143	.....	57,805	.0261	1,000	3,790	.0286	77
Statesville	.....	.....	17.3	.0112	4.9	26,540	.0176	5,993	2,879	1,611	6,734	731	4,424	21,710	.0098	1,255	4,431	.0124	111
Jackson	A2	.....	19.5	.0125	4.5	7,479	.0049	1,472	1,454	447	2,589	217	.....	13,183	.0060	676	2,930	.0070	58
Johnston	E2	.....	67.1	.0434	16.2	34,445	.0228	7,489	5,044	2,048	6,205	944	.....	53,241	.0241	793	3,288	.0276	64
Jones	F2	.....	11.1	.0071	2.5	2,259	.0015	883	277	*	582	65	.....	5,656	.0026	510	2,262	.0032	45
Lee	D2	.....	24.5	.0158	5.9	17,339	.0115	3,858	1,987	1,105	3,357	525	.....	22,340	.0101	912	3,786	.0117	74
Sanford	.....	.....	10.5	.0067	2.9	15,124	.0100	2,791	1,753	998	2,962	393	*	11,838	.0054	1,127	4,082	.0070	104
Lenoir	F2	.....	47.2	.0305	11.3	37,074	.0245	6,702	6,814	1,743	8,389	1,115	.....	52,271	.0238	1,107	4,626	.0254	83
Kinston	.....	.....	18.8	.0122	5.2	30,808	.0203	4,926	5,132	1,495	7,711	1,035	*	24,685	.0112	1,313	4,747	.0141	116
Lincoln	C2	.....	28.0	.0181	6.9	15,670	.0104	3,382	1,865	1,010	4,127	97	.....	20,868	.0094	745	3,024	.0114	63
McDowell	B2	.....	26.5	.0171	6.6	14,356	.0095	3,923	1,621	943	2,821	553	.....	17,412	.0079	657	2,638	.0102	60
Macon	A2	.....	16.5	.0106	4.0	6,890	.0044	1,501	469	362	1,534	238	.....	8,739	.0040	530	2,185	.0054	51
Madison	B1	.....	20.8	.0135	4.8	5,503	.0036	1,179	587	184	1,116	201	.....	9,785	.0044	470	2,039	.0060	44
Martin	F1	.....	28.6	.0184	6.1	16,301	.0108	2,762	3,030	1,295	3,427	328	.....	24,960	.0113	873	4,092	.0126	68

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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REPRINTS OF THE INDUSTRIAL SECTION

A number of sales and advertising executives selling to industry have expressed interest in supplying their salesmen and distributors with copies of the exclusive 1951 estimates of "Value Added" for all major industrial classifications and leading counties.

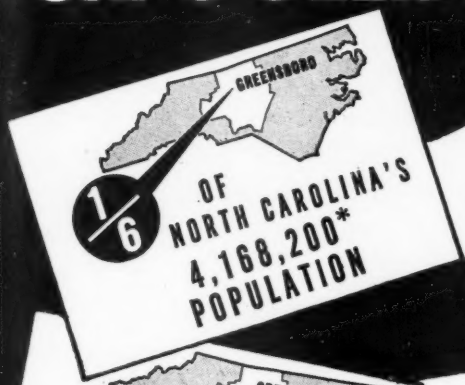
Reprints of the Industrial Section (See pages 54-81) will be available after May 20 at $2.00 a copy. Address:

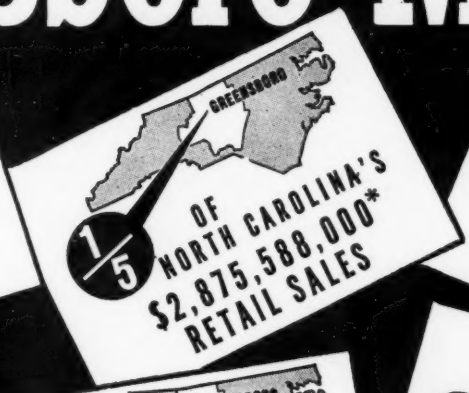
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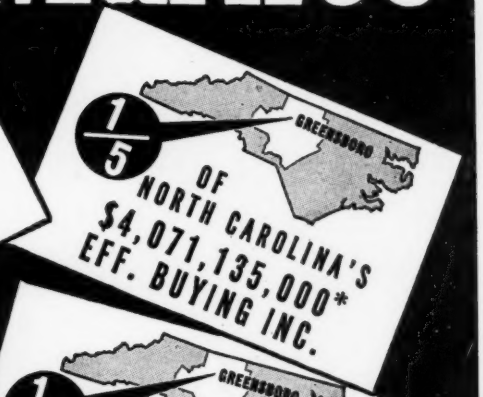
You Get the Top Slice of the South's Leading State

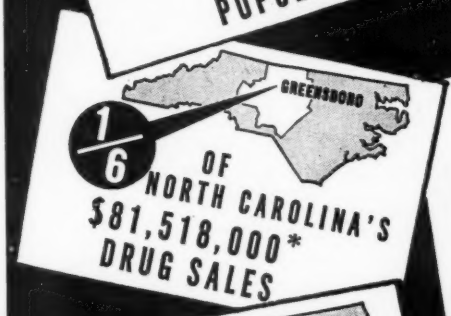
IN THE 12-COUNTY ABC GROWING

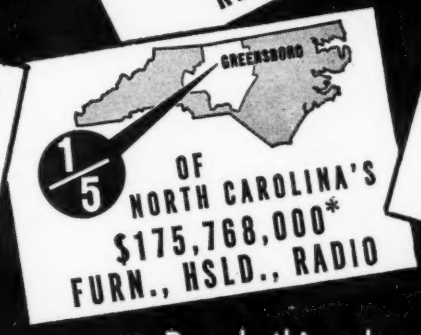
Greensboro Market

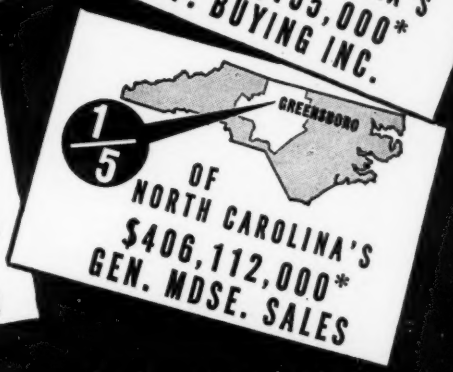


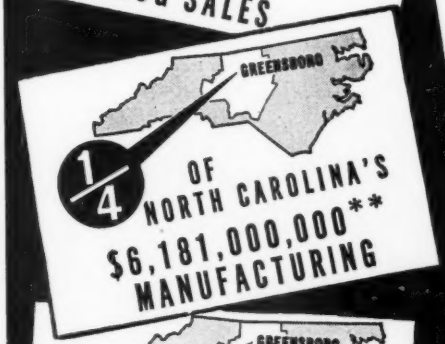












Reach this sales-packed market with the ONLY SINGLE MEDIUM IN NORTH CAROLINA THAT CAN DO THE JOB!

MORE THAN

100,000

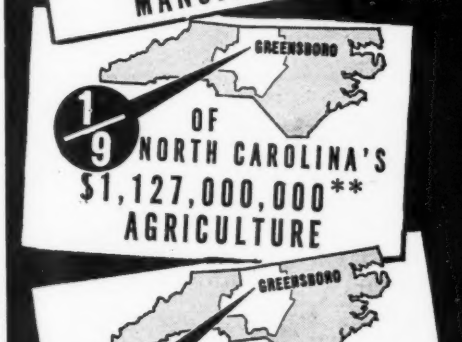
COPIES EVERY DAY!

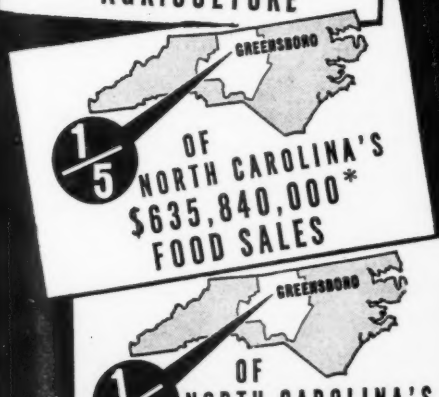
MORE THAN

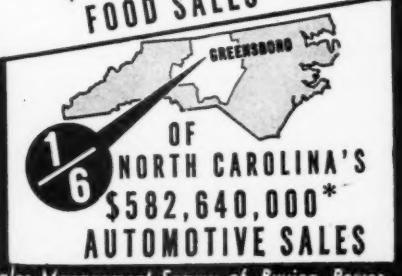
400,000

READERS EVERY DAY!

BY FAR, THE MOST POWERFUL SELLING INFLUENCE IN PIEDMONT NORTH CAROLINA

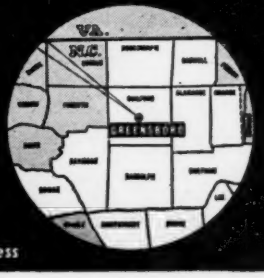






Greensboro
News and Record

GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley



*1952 Sales Management Survey of Buying Power

**1952 Manufacturers Record Blue Book of Southern Progress

more mouths to feed...



put your money where the mouths are...

CHARLOTTE

More mouths to be fed . . . more retail sales. The Charlotte-Mecklenburg County area represents nearly **10% of the total North Carolina Retail Sales.**

put your message where the ears are

NBC IN CHARLOTTE, NORTH CAROLINA

WSOC

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Mecklenberg	C2	28	205.2	.1325	55.5	251,859	.1665	48,024	37,740	13,416	46,530	7,026	.....	323,780	.1469	1,578	5,834	.1499	113
▲Charlotte	.....	.....	139.3	.0899	39.0	232,327	.1537	40,715	36,090	11,756	44,913	6,756	314,253	234,750	.1065	1,685	6,019	.1173	130
Mitchell	B1	.....	15.3	.0099	3.8	6,426	.0043	1,154	1,446	495	1,758	151	.....	10,053	.0046	657	2,646	.0056	57
Montgomery	D2	.....	17.7	.0114	4.4	10,631	.0070	2,916	966	698	3,227	203	.....	15,092	.0069	853	3,430	.0078	68
Moore	D2	.....	33.6	.0217	8.7	23,951	.0158	5,912	1,884	859	3,882	788	.....	34,918	.0158	1,039	4,014	.0170	78
Nash	E1	.....	61.3	.0395	14.1	44,854	.0297	8,756	8,855	1,746	7,444	1,334	.....	57,062	.0259	931	4,047	.0298	75
2Rocky Mount	.....	.....	28.3	.0183	7.8	45,639	.0301	8,210	5,987	2,879	10,151	1,246	27,333	29,949	.0136	1,058	3,840	.0195	107
New Hanover	F3	.....	66.5	.0430	18.7	70,152	.0464	16,588	6,771	3,442	12,502	2,344	.....	90,587	.0411	1,362	4,844	.0431	100
Wilmington	.....	.....	47.2	.0304	12.7	60,372	.0400	14,514	6,413	3,184	12,301	2,115	38,771	68,936	.0312	1,461	5,428	.0337	111
Northampton	F1	.....	28.9	.0186	6.2	8,566	.0057	3,410	836	192	819	316	.....	15,017	.0068	520	2,422	.0088	47

2 Rocky Mount is in Edgecomb and Nash Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
© SM, 1952.

ROCKY MOUNT • NORTH CAROLINA

A PROSPEROUS, STABLE AND DIVERSIFIED MARKET

RETAIL SALES
Trading Zone*

Total	$ 79,298,000
Food	17,495,000
Drug	2,060,000
E.B.I.	116,842,000

*Nash & Edgecombe Counties

As the buying and distributing center of northeastern North Carolina and the hub of a rich tobacco growing area, embracing a large portion of Nash and Edgecombe Counties, Rocky Mount is considered an essential market by experienced national advertisers.
This issue of Sales Management shows buying power in the Rocky Mount area at a new all-time high. The totals contained in this advertisement represent substantial gains, in both Rocky Mount and trading area, over the previous year.

YOU CAN COVER THIS RICH MARKET WITH ONE PAPER

THE ROCKY MOUNT TELEGRAM
EVENING AND SUNDAY
REPRESENTED BY WARD-GRIFFITH CO., INC.

RETAIL SALES
City Zone*

Total	$45,639,000
Food	8,210,000
Drug	1,246,000
E.B.I.	29,949,000

*Rocky Mount

YOU GET 1/5 OF ALL SALES IN NORTH CAROLINA—in the GROWING GREENSBORO 12-COUNTY A.B.C. MARKET

REACHED ONLY BY THE

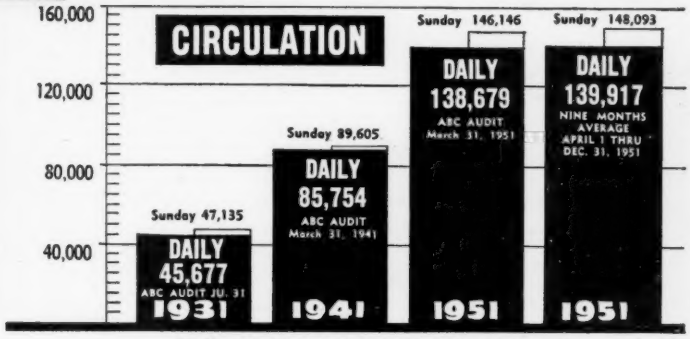
GREENSBORO NEWS and RECORD

OVER 100,000 COPIES EVERY DAY! OVER 400,000 READERS EVERY DAY!

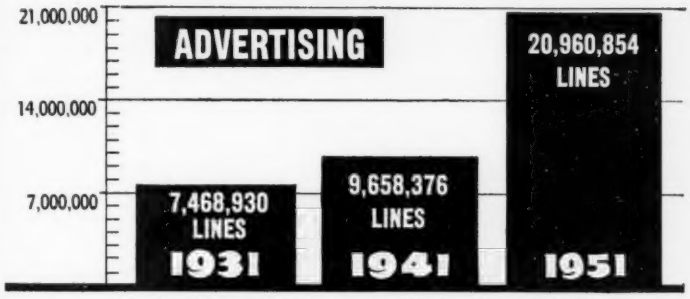
CONSTANT...CONSISTENT GROWTH

IN EVERY CLASSIFICATION OF CIRCULATION AND ADVERTISING

REFLECTION OF THE CONSTANT GROWTH OF THE CAROLINAS IS SEEN IN A SIMPLE STUDY OF THE GROWTH OF THE OBSERVER



The Observer leads in city circulation, suburban circulation and has nearly double the total circulation of any newspaper published in this area!



The Observer is first in retail advertising, classified advertising and general advertising.

The Charlotte Observer

THE FOREMOST NEWSPAPER OF THE CAROLINAS

FIRST . . . IN CIRCULATION
FIRST . . . IN ADVERTISING
FIRST . . . IN NEWS CONTENT

RALPH NICHOLSON, President & Publisher
O. A. ROBINSON, Advertising Manager
C. W. NEAGLE, National Adv. Manager

NATIONALLY REPRESENTED BY THE
SAWYER ● FERGUSON ● WALKER ● COMPANY
New York ● Chicago ● Philadelphia ● Detroit ● Atlanta ● San Francisco ● Los Angeles

Write for your copy of "Observerland", the 36-county market of The Charlotte Observer, filled with facts you should know.

For the best possible use of Survey data, first read the introduction, starting on page 15.

WAY DOWN YONDER IN WILMINGTON, N. C.



Everybody's Singing and Spending to the 1951 Tune of

$60 Million City Sales—Twice that in Trade Zone

Yessiree! The Registers are Ringing Money Melody — NEW PAYROLLS — NEW INDUSTRY — Expanding Activity in the Historic Port Resort City and Area Served and Sold Daily & Sunday by

STAR-NEWS NEWSPAPERS

CONTACT A BRANHAM MAN FOR ALL DETAILS

Only the POST Sells Salisbury-Rowan!

The ONE major influence in this prosperous market!

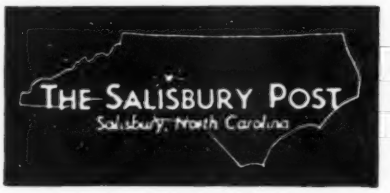
Greater Salisbury includes Spencer and East Spencer. Combined population 25,676

Cooperative Service and Merchandising Dept. Vigorous! Creative! Sales-stimulating

Fertile, Responsive Test Market. All vital essentials for success!

POST Circulation over 16,000

Combined circulation of metropolitan newspapers in Rowan County less than 3000.



Write for your copy of the 1952 FOOD PREFERANCE SURVEY

POST PUBLISHING COMPANY, Salisbury, N. C.

Ward-Griffith Co., Representatives

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Onslow	F2	.....	48.4	.0313	9.6	14,025	.0092	3,225	1,116	975	3,355	610	.....	13,303	.0060	275	1,386	.0120	38
Orange	E1	.....	38.7	.0237	8.4	18,444	.0122	4,763	637	763	2,754	708	.....	44,581	.0203	1,215	5,307	.0186	78
Pamlico	F2	.....	10.3	.0066	2.6	1,980	.0013	910	475	*	.....	.....	.....	3,534	.0016	343	1,359	.0025	38
Pasquotank	G1	.....	24.9	.0161	6.6	23,644	.0157	5,634	2,368	1,731	5,344	548	.....	28,799	.0130	1,157	4,363	.0144	89
Elizabeth City	.....	.....	13.1	.0085	3.9	21,983	.0145	4,631	1,937	1,606	5,062	548	*	16,952	.0077	1,294	4,347	.0099	116
Pender	E3	.....	18.8	.0121	4.3	4,437	.0029	1,409	1,100	155	929	93	.....	7,921	.0036	421	1,842	.0051	42
Perquimans	G1	.....	9.7	.0063	2.5	5,838	.0039	1,176	693	208	2,805	43	.....	6,655	.0030	686	2,682	.0039	82
Person	E1	.....	24.4	.0157	5.7	13,858	.0091	2,342	2,339	797	3,347	408	.....	17,696	.0081	725	3,105	.0099	63
Pitt	F1	.....	65.1	.0420	14.9	46,867	.0310	8,647	8,584	3,351	9,492	907	.....	66,347	.0301	1,019	4,453	.0328	78
Greenville	.....	.....	17.1	.0110	4.3	26,849	.0177	5,160	3,774	1,686	6,646	649	10,241	20,103	.0092	1,176	4,675	.0121	110
Polk	B2	.....	11.8	.0077	3.1	5,164	.0034	1,940	150	147	790	90	.....	8,794	.0040	745	2,837	.0046	60
Randolph	D1	.....	52.3	.0337	13.9	30,672	.0203	7,136	3,288	1,392	7,372	887	.....	30,743	.0139	588	2,212	.0198	59
Asheboro	.....	.....	7.9	.0051	2.4	19,755	.0131	3,448	2,355	1,003	6,108	575	1,769	6,039	.0027	764	2,516	.0063	124
Richmond	D2	.....	40.4	.0261	10.2	31,446	.0208	9,225	3,991	2,545	6,062	711	.....	38,418	.0174	951	3,766	.0202	77
Rockingham	.....	.....	3.4	.0022	1.2	14,538	.0096	3,045	1,955	1,698	3,174	237	*	4,563	.0021	1,342	3,803	.0044	200

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

and WPTF North Carolina's Number One Salesman

50,000 WATTS 680 KC.

NBC Affiliate for RALEIGH-DURHAM and Eastern N. C.



FREE & PETERS, National Representative

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

1952 Sales Management Survey Of Those Counties Where BMB Study Shows 50% Or More Of The People Listen Regulary to WPTF:

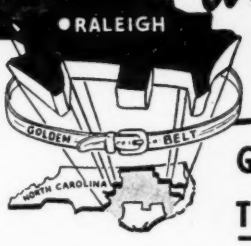
Population
2,357,700

Families
560,700

Retail Sales
$1,470,197,000

Effective Buying Income
$2,129,761,000





Sell this BIG MARKET Without Waste— at one Low Cost

North Carolina's Pace-Setting City!

From 1940 to 1950, Raleigh's population, WHITE and TOTAL increased at a faster pace (up 53.7% and 40% respectively) than any other N. C. city of 50,000 or more.*

Per fam. inc.	$6,711—1st in N.C.
Per cap. inc.	1,685—1st in N.C.**
Autom. Sls.	24,593,000—2nd in N.C.
Drug Sls.	3,740,000—2nd in N.C.
Retail Sls.	121,621,000—3rd in N.C.
H-F-R Sls.	7,274,000—3rd in N.C.

** U.S. Census 1950*
*** 1st place tie with one other N. C. city*

One newspaper covers this active, growing 33 county market...

114,446 Morning ★ 118,912 Sunday
(ABC Audit, 12/31/51)

The Raleigh News and Observer
MORNING & SUNDAY
Raleigh, North Carolina

Golden Belt 1951 Market Totals - The BIG THIRD of North Carolina

Retail Sales	$909,124,000	(32% of N.C. Total)
Food Sales	196,193,000	(32% of N.C. Total)
G'n'l. Mdse. Sls	128,780,000	(32% of N.C. Total)
F-H-R Sales	49,424,000	(28% of N.C. Total)
Autom. Sales	185,302,000	(31% of N.C. Total)
Drug Sales	25,599,000	(31% of N.C. Total)
Farm Income	528,704,000	(59% of N.C. Total)
Eff. Buy. Inc.	1,305,439,000	(33% of N.C. Total)

(SM Survey 5/10/52)

REPRESENTED BY THE BRANHAM COMPANY
CHICAGO · NEW YORK · DETROIT · ATLANTA · CHARLOTTE · DALLAS
ST. LOUIS · MEMPHIS · SAN FRANCISCO · LOS ANGELES

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

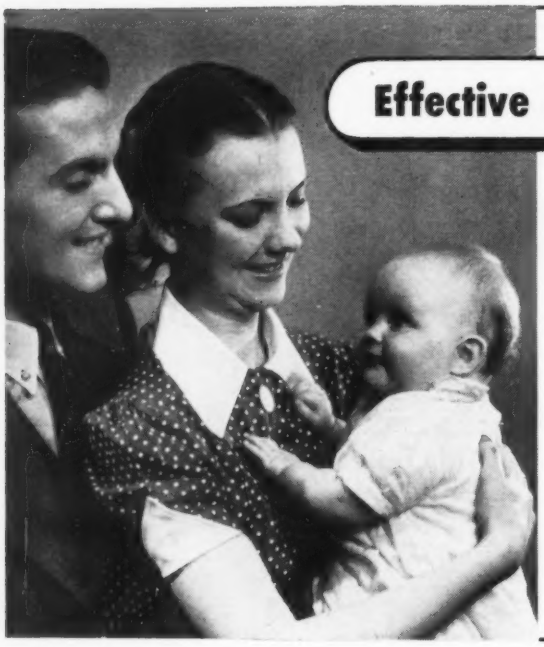
NORTH CAROLINA — (Continued)

COUNTIES & CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Robeson	E2	.....	90.4	.0584	19.9	53,969	.0357	10,434	11,639	2,293	11,061	1,568	.....	70,912	.0322	784	3,563	.0385	66
Lumberton	.....	.....	9.4	.0061	2.6	25,109	.0166	3,373	4,290	1,017	6,065	453	3,683	9,947	.0045	1,058	3,826	.0084	138
Rockingham	D1	.....	66.8	.0431	17.2	40,955	.0271	10,811	4,166	2,702	8,788	1,410	.....	57,626	.0262	863	3,350	.0299	69
Reidsville	.....	.....	12.1	.0078	3.4	15,725	.0104	3,791	1,846	1,264	3,606	614	1,982	11,859	.0054	980	3,488	.0074	95
Rowan	C1	.....	77.1	.0497	21.0	52,815	.0349	14,279	5,786	3,224	11,176	1,782	.....	80,820	.0366	1,048	3,849	.0387	78
Salisbury	.....	.....	20.5	.0132	6.0	36,867	.0244	6,435	5,421	1,721	9,979	1,153	8,370	28,728	.0130	1,401	4,788	.0164	124
1Kannapolis																			
Rutherford	B2	.....	47.0	.0304	12.0	28,000	.0185	6,623	4,529	2,614	6,017	837	.....	32,719	.0149	696	2,727	.0191	63
Sampson	E2	.....	50.9	.0328	11.8	20,161	.0133	4,492	2,698	666	5,460	514	.....	30,430	.0138	598	2,579	.0175	53
Scotland	D3	.....	27.0	.0175	6.2	16,506	.0109	3,704	3,123	596	2,561	357	.....	18,525	.0084	686	2,988	.0110	63
Stanly	D2	.....	38.3	.0247	10.4	26,142	.0173	6,034	2,489	1,761	4,938	683	.....	32,656	.0148	853	3,140	.0175	71
Albemarle	.....	.....	12.2	.0079	3.6	20,410	.0135	3,804	2,171	1,399	4,677	562	2,498	13,511	.0061	1,107	3,753	.0087	110
Stokes	D1	.....	21.7	.0140	5.3	5,399	.0036	1,298	1,323	156	673	98	.....	13,409	.0061	618	2,530	.0089	49
Surry	C1	.....	46.9	.0303	11.8	34,458	.0228	6,859	4,807	2,374	7,022	1,155	.....	43,187	.0198	921	3,660	.0227	75
Mount Airy	.....	.....	7.4	.0048	2.1	18,369	.0121	3,143	2,551	1,599	4,079	668	4,130	8,484	.0039	1,146	4,040	.0065	135
Swain	A2	.....	10.0	.0064	2.4	4,101	.0027	1,457	184	207	398	128	.....	3,330	.0015	333	1,388	.0028	44
Transylvania	B2	.....	15.8	.0102	3.9	9,151	.0061	2,203	437	518	1,566	338	.....	11,617	.0053	735	2,979	.0065	64
Tyrrell	G1	.....	5.2	.0034	1.2	1,613	.0010	599	150	46	*	93	.....	3,109	.0014	598	2,591	.0017	50
Union	C2	.....	43.1	.0278	10.6	28,917	.0191	5,134	2,984	1,069	9,399	587	.....	32,944	.0149	764	3,108	.0187	67
Monroe	.....	.....	10.4	.0067	2.7	21,708	.0144	2,961	2,537	802	8,214	473	6,409	8,356	.0038	803	3,095	.0075	112
Vance	E1	.....	32.7	.0211	7.9	25,723	.0170	5,315	3,578	1,107	5,937	613	.....	31,719	.0144	970	4,015	.0165	78
Henderson	.....	.....	11.2	.0072	3.1	21,775	.0144	3,154	3,386	1,107	4,948	551	*	9,875	.0044	882	3,185	.0079	110
Wake	E1	112	141.5	.0913	35.0	142,857	.0945	26,680	18,537	8,746	30,644	4,559	.....	220,431	.1000	1,558	6,298	.0966	106
▲Raleigh	.....	.....	67.7	.0437	17.0	112,621	.0745	18,636	15,657	7,274	24,593	3,740	85,447	114,089	.0518	1,685	6,711	.0570	130
Warren	E1	.....	24.0	.0155	5.1	9,830	.0065	2,377	1,702	287	1,558	245	.....	15,769	.0072	657	3,092	.0087	56
Washington	G1	.....	13.5	.0088	3.1	6,494	.0043	2,174	516	316	1,642	131	.....	7,800	.0035	578	2,516	.0048	55
Watauga	C1	.....	18.6	.0120	4.4	7,246	.0048	2,062	363	290	1,858	294	.....	18,770	.0085	1,009	4,266	.0081	68

1 Kannapolis is in Cabarrus and Rowan Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.



Effective Buying Power . . . $6,194 Per Family

DURHAM the steady, growing city—has an Effective Buying Income of $6,194 per family. (North Carolina average is $3,929 per family.)

One station dominates listenership

WDNC CBS - 5,000 WATTS

National Representative
PAUL RAYMER CO.

NORTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Wayne	E2		66.0	.0426	15.6	50,930	.0337	8,200	7,073	3,029	13,049	1,038		66,006	.0300	1,000	4,231	.0336	79
Goldsboro			21.9	.0142	6.1	36,096	.0238	4,798	5,504	2,467	8,474	849	24,541	27,482	.0125	1,255	4,505	.0162	114
Wilkes	C1		46.2	.0298	11.1	21,336	.0141	3,920	1,650	1,452	5,927	530		27,157	.0123	588	2,447	.0163	55
North Wilkesboro			4.4	.0028	1.3	13,544	.0090	1,811	1,582	1,021	2,712	433	*	3,579	.0016	813	2,753	.0040	143
Wilson	F1		55.0	.0355	13.3	39,533	.0261	8,427	4,591	2,555	8,043	1,126		56,605	.0257	1,029	4,256	.0278	78
Wilson			23.6	.0152	6.5	32,096	.0212	5,977	3,198	2,450	7,130	908	*	31,461	.0143	1,333	4,840	.0165	109
Yadkin	C1		22.7	.0146	5.7	6,383	.0042	1,294	471	477	1,877	74		15,347	.0069	676	2,692	.0076	52
Yancey	B1		16.5	.0107	3.9	4,616	.0031	843	620	139	510	50		7,117	.0033	431	1,825	.0047	44
Total Above Cities			1,094.8	.7067	302.0	1,784,245	1.1798	327,064	273,358	115,446	382,852	52,427	916,419	1,544,164	.7006	1,410	5,113	.8448	120
State Total			4,188.2	2.7033	1,036.2	2,875,558	1.9014	635,840	406,112	175,768	582,640	81,518		4,093,195	1.8570	977	3,950	2.0326	75
Per Capita Sales						687		152	97	42	139	19							
Per Family Sales						2,775		614	392	170	562	79							

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

IN THE MIDDLE OF THE WORLD'S  LARGEST TOBACCO MARKET

WGTM WILSON, N.C. SELLS 'EM!

1,275,800 PEOPLE*
whose 1951 EBI was
$1,155,020,000.00*
who "went to market" to the tune of
$806,083,000.00 in '51*

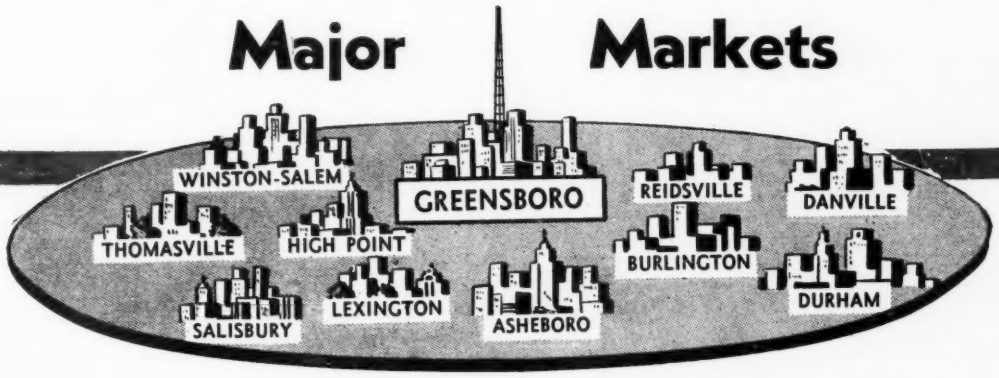
5,000 WATTS FULL TIME ★ 590 KILOCYCLES ★ CBS AFFILIATE

Allen Wanamaker, General Manager ★ Wilson, N. C. ★ The Walker Representation Co., New York City

*SM SURVEY OF BUYING POWER, May 10, 1952—29 Counties Covered by WGTM.

FOR OVER 25 YEARS

WBIG Has Been the Buy-Word For One of the South's Major Markets



One of the nation's outstanding regional stations, WBIG for over 25 years has been serving nearly 1,000,000 people who reside in its 50 mile radius.

WBIG's potential out-of-home audience is a plus factor no radio buyer should overlook: in WBIG's market as of September 30, 1951 there were 279,436 cars; a composite result of 4 spot checks in Greensboro and High Point, N. C., revealed 64.74% of the cars equipped with radios!

WBIG MARKET DATA
16 Counties

1950	Radio Homes*	198,187
1951	Retail Sales†	$ 706,221,000
1951	Effective Buying Income†	$1,077,630,000
1951	Gross Farm Income	$ 143,662,000

*Source: 1951 Broadcasting Marketbook †Source: 1952 Sales Management SBP

WBIG

A COLUMBIA AFFILIATE

Represented by George P. Hollingbery Co.

NORTH CAROLINA— SM Standard Metropolitan County Areas

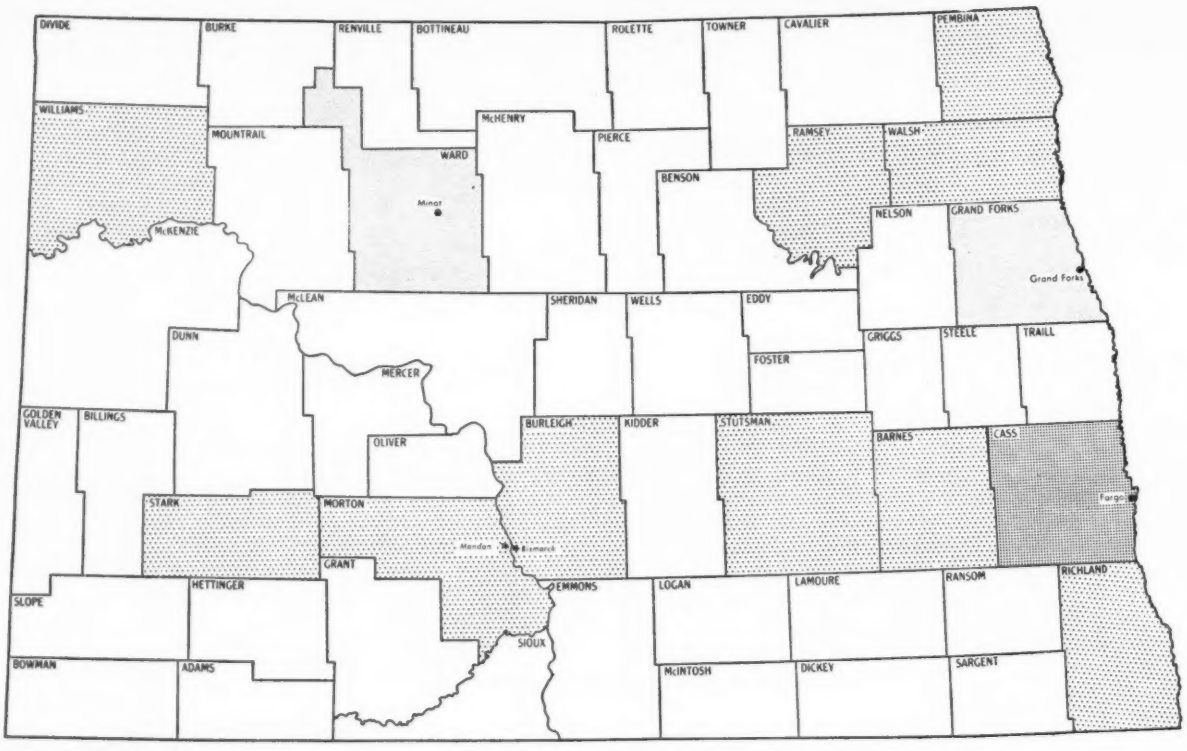
AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Asheville		7	126.2	.0813	34.1	115,222	.0762	24,420	18,762	6,326	20,025	4,291		174,443	.0791	1,382	5,116	.0787	97
Charlotte		26	205.2	.1325	55.5	251,859	.1665	48,024	37,740	13,416	46,530	7,026		323,780	.1469	1,578	5,834	.1499	113
Durham		43	104.9	.0677	27.5	96,305	.0636	18,083	14,111	6,653	17,888	3,188		160,364	.0727	1,529	5,831	.0690	102
△Fayetteville		171	89.6	.0578	22.7	68,176	.0451	14,580	10,539	3,414	14,065	1,939		96,619	.0439	1,078	4,256	.0470	81
Greensboro-High Point		56	197.8	.1277	52.4	212,986	.1408	41,154	53,846	13,770	35,880	5,503		282,937	.1283	1,430	5,400	.1319	103
Raleigh		112	141.5	.0913	35.0	142,857	.0945	26,680	18,537	8,746	30,644	4,559		220,431	.1000	1,558	6,298	.0966	106
Winston-Salem		159	149.7	.0966	41.2	117,936	.0780	25,154	16,956	7,719	21,089	3,687		225,998	.1026	1,510	5,485	.0940	97

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Before using these figures, see explanation page 15.

YOU GET 1/5 OF ALL SALES IN NORTH CAROLINA—in the Growing Greensboro 12-County ABC Market REACHED ONLY BY THE Greensboro News and Record
OVER 400,000 READERS EVERY DAY! OVER 100,000 COPIES EVERY DAY!

NORTH DAKOTA



NORTH DAKOTA — Counties and Cities —

(Other West North Central States: Iowa, p. 294; Kansas, p. 306; Minnesota, p. 370; Missouri, p. 381; Nebraska, p. 397, South Dakota, p. 532.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Bismarck	Burleigh	18.9	52	13	10	23	7
Devils Lake	Ramsey	6.4	15	7	7	12	3
Dickinson	Stark	7.6	10	4	9	12	4
Fargo	Cass	39.0	83	11	17	29	9
Grafton	Walsh	6.7	15	5	6	9	2
Grand Forks	Grand Forks	27.3	55	8	17	24	7
Jamestown	Stutsman	10.8	23	4	9	19	4
Minot	Ward	22.4	49	9	21	17	8
Valley City	Barnes	6.8	19	6	8	11	3
Wahpeton	Richland	5.2	15	4	6	11	3
Williston	Williams	7.5	16	7	9	15	3

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	B5	.....	4.9	.0032	1.3	6,125	.0041	1,056	246	*	1,198	84	.....	7,025	.0032	1,434	5,404	.0034	106
Barnes	F4	.....	16.9	.0109	4.7	17,614	.0118	3,235	2,070	813	3,277	323	.....	21,896	.0099	1,296	4,659	.0105	96
Valley City	.....	.....	6.8	.0044	2.1	13,907	.0092	2,257	1,973	739	3,012	109	*	11,031	.0050	1,622	5,253	.0061	139
Benson	D2	.....	10.5	.0067	2.6	5,451	.0036	1,325	437	*	431	103	.....	9,901	.0045	943	3,808	.0046	69
Billings	A4	.....	1.9	.0013	.5	167	.0001	65	30	.....	.....	.....	.....	1,458	.0007	767	2,916	.0006	46
Bottineau	C1	.....	12.1	.0078	3.3	9,823	.0065	1,799	279	53	1,060	251	.....	13,549	.0061	1,120	4,106	.0066	85
Bowman	A5	.....	4.0	.0026	1.1	6,291	.0042	1,091	246	205	1,200	168	.....	5,231	.0024	1,308	4,755	.0030	115
Burke	B1	.....	6.7	.0043	2.0	4,988	.0033	1,203	175	44	851	146	.....	7,329	.0033	1,094	3,665	.0035	81
Burleigh	D4	.....	25.8	.0166	7.1	37,492	.0248	4,644	5,583	1,430	10,750	1,087	.....	45,102	.0205	1,748	6,352	.0210	127
Bismarck-Mandan	.....	.....	*26.2*	*.0169*	*7.7*	*46,707*	*.0309*	*6,204*	*6,167*	*2,254*	*13,353*	*1,379*	*	*44,173*	*.0200*	*1,686*	*5,737*	*.0227*	*134*
Bismarck	.....	.....	18.9	.0122	5.4	35,997	.0238	4,394	5,285	1,430	10,282	1,087	*	35,665	.0162	1,887	6,605	.0177	145
Cass	F4	.....	59.3	.0382	16.3	86,314	.0570	10,700	11,330	3,466	19,436	2,718	.....	106,628	.0484	1,798	6,542	.0489	128
Fargo	.....	.....	39.0	.0252	11.1	71,160	.0471	8,181	10,417	3,261	16,830	2,498	87,490	74,567	.0338	1,912	6,718	.0361	143
Cavalier	E1	.....	11.7	.0076	3.0	9,243	.0061	1,490	710	453	1,457	165	.....	11,325	.0051	968	3,775	.0059	78
Dickey	E5	.....	9.2	.0059	2.5	9,447	.0063	1,398	685	357	2,429	258	.....	10,643	.0048	1,157	4,257	.0055	93

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



17 OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! *WDAY was a 17-to-1 choice over the next station — a 3½-to-1 favorite over all other stations combined!*

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS • FREE & PETERS, INC., Exclusive National Representatives

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NORTH DAKOTA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Divide	A1		5.9	.0038	1.7	5,384	.0035	818	493	302	1,320	128		6,754	.0031	1,145	3,973	.0034	89
Dunn	B3		7.2	.0047	1.7	4,256	.0029	796	230	102	219	86		6,610	.0030	918	3,888	.0033	70
Eddy	E3		5.4	.0035	1.4	5,560	.0036	834	401	*	1,497	137		7,606	.0034	1,409	5,433	.0035	100
Emmons	D5		9.7	.0062	2.3	7,348	.0049	1,401	648	*	1,311	40		8,178	.0038	843	3,556	.0046	74
Foster	E3		5.4	.0035	1.5	6,595	.0044	1,197	608	248	1,742	81		8,081	.0036	1,496	5,387	.0038	109
Golden Valley	A4		3.5	.0023	1.1	4,277	.0028	819	120	391	850	79		4,668	.0021	1,334	4,244	.0024	104
Grand Forks	F2		40.3	.0260	10.6	53,504	.0354	7,644	5,368	3,027	14,790	1,035		63,365	.0288	1,572	5,978	.0302	116
Grand Forks			27.3	.0176	7.3	46,468	.0307	5,951	3,579	2,708	14,280	874	23,280	46,007	.0209	1,685	6,302	.0232	132
Grant	C4		7.1	.0046	1.8	4,416	.0029	785	259	*	990	156		6,518	.0029	918	3,621	.0032	70
Griggs	F3		5.4	.0034	1.5	5,051	.0033	688	476		1,127	80		5,227	.0024	968	3,485	.0029	85
Hettinger	B5		7.2	.0047	1.8	9,297	.0062	1,276	466	*	2,140	147		9,508	.0043	1,321	5,282	.0050	106
Kidder	D4		6.3	.0041	1.6	4,071	.0027	861	299	*	896	81		4,991	.0023	792	3,119	.0028	68
La Moure	E5		9.5	.0061	2.5	8,633	.0057	1,434	150	188	1,517	151		8,598	.0039	905	3,439	.0049	80
Logan	D5		6.3	.0041	1.5	4,455	.0029	566	334	*	370	38		5,148	.0023	817	3,432	.0028	68
McHenry	C2		12.6	.0081	3.3	9,737	.0065	2,382	477	134	1,745	202		10,937	.0050	868	3,314	.0061	75
McIntosh	D5		7.6	.0049	1.9	7,495	.0049	1,400	715	135	1,878	82		6,879	.0031	905	3,621	.0040	82
McKenzie	B2		6.8	.0044	2.0	4,611	.0031	913	106	*	110	121		5,556	.0025	817	2,778	.0031	70
McLean	B3		19.4	.0125	5.2	13,141	.0086	3,525	388	307	2,314	370		16,104	.0073	830	3,097	.0087	70
Mercer	C3		8.7	.0056	2.2	6,671	.0045	1,614	265	219	1,701	153		7,110	.0033	817	3,232	.0041	73
Morton	C4		19.3	.0125	4.9	19,544	.0129	3,474	1,356	1,059	4,857	453		21,111	.0095	1,094	4,308	.0111	89
See Bismarck-Mandan																			
Mountrail	B2		9.5	.0061	2.7	8,756	.0058	1,444	544	249	1,626	251		8,845	.0041	931	3,276	.0050	82
Nelson	F2		8.0	.0052	2.1	8,416	.0055	1,080	1,018	198	1,225	180		8,751	.0039	1,094	4,167	.0046	88
Oliver	C4		3.1	.0020	.7	928	.0007	274	75	*		37		2,338	.0011	754	3,340	.0012	60
Pembina	F1		13.9	.0089	3.6	13,015	.0086	2,297	745	289	2,102	200		18,176	.0082	1,308	5,049	.0085	96
Pierce	D2		8.4	.0055	2.1	7,261	.0048	1,193	456	*	1,893	83		9,927	.0045	1,182	4,727	.0048	87
Ramsey	E2		14.3	.0092	3.8	19,427	.0128	2,956	2,340	854	5,130	345		22,656	.0103	1,584	5,962	.0108	117
Devils Lake			6.4	.0041	1.9	15,766	.0104	2,174	2,136	748	4,762	345	4,062	10,466	.0047	1,635	5,508	.0063	154
Ransom	F5		8.8	.0057	2.4	8,588	.0057	1,393	457	340	2,606	158		11,955	.0054	1,359	4,981	.0056	98
Renville	C1		5.5	.0035	1.6	4,958	.0033	1,330	54	91	836	83		6,017	.0028	1,094	3,761	.0031	89
Richland	G5		19.9	.0129	5.4	23,062	.0152	3,207	1,834	1,136	5,383	396		25,286	.0114	1,271	4,683	.0128	99
Wahpeton			5.2	.0034	1.3	12,686	.0084	1,279	1,370	800	3,505	243	*	8,695	.0040	1,672	6,688	.0052	153
Rolette	D1		11.1	.0071	2.5	6,551	.0043	1,362	600	89	1,214	172		9,214	.0042	830	3,686	.0048	68
Sargent	F5		7.7	.0050	2.0	4,325	.0029	974	328	202	448	37		5,808	.0027	754	2,904	.0032	64
Sheridan	D3		5.2	.0034	1.4	3,214	.0021	493	213	*	530	80		3,922	.0017	754	2,801	.0022	65
Sioux	D5		3.5	.0022	.8	1,391	.0009	566	70		80	38		2,685	.0013	767	3,356	.0014	64
Slope	A5		2.4	.0016	.6	461	.0003	160	30					2,204	.0010	918	3,673	.0009	56
Stark	B4		16.4	.0106	4.1	20,732	.0138	2,704	2,484	776	4,532	520		20,626	.0093	1,258	5,031	.0109	103
Dickinson			7.6	.0049	2.1	15,504	.0102	1,654	2,271	642	3,592	365	3,041	11,373	.0051	1,496	5,416	.0066	135
Steele	F3		5.1	.0032	1.3	3,712	.0024	771	75	*	508	80		4,809	.0022	943	3,699	.0025	78
Stutsman	E4		24.4	.0158	6.0	26,831	.0178	3,939	1,360	1,553	6,971	580		33,149	.0150	1,359	5,525	.0160	101
Jamestown			10.8	.0069	3.1	22,409	.0149	2,965	1,036	1,270	6,696	394	5,633	15,622	.0071	1,446	5,039	.0094	136

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

NORTH DAKOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Towner	E1		6.2	.0040	1.6	5,851	.0038	1,102	367	204	1,057	129	.....	7,798	.0036	1,258	4,874	.0037	93
Traill	F3		11.4	.0074	3.2	11,982	.0079	1,966	974	471	1,946	205	.....	14,189	.0064	1,245	4,434	.0071	98
Walsh	F2		20.7	.0133	4.8	19,450	.0129	2,609	2,260	619	3,980	377	.....	25,517	.0116	1,233	5,316	.0123	92
Grafton			6.7	.0044	1.2	11,120	.0073	1,063	1,489	464	2,660	107	*	9,270	.0042	1,384	7,725	.0052	118
Ward	C2		35.4	.0229	9.8	53,466	.0354	8,472	6,179	2,076	12,015	1,576	.....	53,433	.0242	1,509	5,452	.0273	119
Minot			22.4	.0144	6.3	44,298	.0293	6,372	5,674	1,816	10,701	1,430	*	36,340	.0165	1,622	5,768	.0199	138
Wells	D3		10.5	.0067	2.8	9,525	.0063	1,615	792	336	1,213	183	.....	11,622	.0053	1,107	4,151	.0059	88
Williams	A2		16.6	.0108	5.0	22,850	.0151	3,703	2,434	811	4,766	378	.....	24,210	.0110	1,458	4,842	.0122	113
Williston			7.5	.0049	2.2	16,839	.0111	2,350	2,160	749	4,443	290	5,991	12,736	.0058	1,698	5,789	.0072	147
Total Above Cities			158.6	.1024	44.0	306,154	.2024	38,640	37,390	14,627	80,763	7,742	129,497	271,772	.1233	1,714	6,177	.1429	140
State Total			624.6	.4031	165.2	661,751	.4378	106,043	60,639	24,620	143,524	15,011	.....	786,173	.3567	1,259	4,759	.3902	97
Per Capita Sales						1,059		170	97	39	230	24							
Per Family Sales						4,006		642	367	149	869	91							

OHIO — Counties and Cities —

(Other East North Central States: Illinois, p. 266; Indiana, p. 283; Michigan, p. 358; Wisconsin, p. 607.)

Ohio state map—page 476

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Akron	Summit	280.5	811	45	108	142	114
Alliance	Stark	27.1	67	11	22	28	7
Ashland	Ashland	14.7	36	8	13	20	7
Ashtabula	Ashtabula	23.8	90	8	18	20	12
Athens	Athens	11.8	29	4	16	16	5
Barberton	Summit	29.0	103	6	14	24	13
Bedford	Cuyahoga	9.3	30	1	5	15	3
Bellaire	Belmont	12.7	66	6	16	11	6
Bellefontaine	Logan	10.5	40	8	11	16	5
Bowling Green	Wood	12.4	32	8	12	15	5
Bucyrus	Crawford	10.6	52	5	18	19	4
Cambridge	Guernsey	14.9	70	10	20	22	5
Canton	Stark	119.0	456	27	68	59	44
Celina	Mercer	5.8	30	3	12	14	3
Chillicothe	Ross	20.5	81	7	16	33	14
Cincinnati	Hamilton	512.2	2,145	144	298	210	272

(*Continued on page 472*)

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

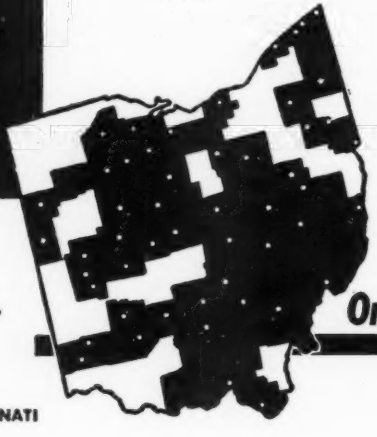
Alliance Review
Ashland Times-Gazette
Ashtabula Star-Beacon
Athens Messenger
Bellefontaine Examiner
Bellevue Gazette
Bowling Green Sentinel-Tribune
Bucyrus Telegraph-Forum
Cambridge Jeffersonian
Celina Standard
Chillicothe Gazette
Circleville Herald
Conneaut News-Herald
Coshocton Tribune
Delaware Gazette
East Liverpool Review
Elyria Chronicle-Telegram
Findlay Republican-Courier
Fostoria Review-Times
Fremont News-Messenger
Geneva Free Press
Hamilton Journal News
Ironton Tribune
Kenton News-Republican
Lancaster Eagle-Gazette
Logan News
Marietta Times
Marion Star
Martins Ferry Times-Leader
Marysville Tribune
Middletown Journal
Mt. Vernon News
Newark Advocate
New Philadelphia Times
Painesville Telegraph
Piqua Call
Portsmouth Times
Ravenna-Kent Record
Salem News
Sidney News
Tiffin Advertiser-Tribune
Troy News
Uhrichsville Chronicle
Urbana Citizen
Van Wert Times-Bulletin
Warren Tribune-Chronicle
Washington C. H. Record-Herald
Wilmington News-Journal
Wooster Record
Xenia Gazette
Zanesville Times-Recorder & Signal

it takes
BOTH HALVES
to do a job...

Ohio is the fifth largest market in the nation *if* you cover both halves. The important part served by papers in towns of less than 100,000 exceeds in size the states of Kentucky, Tennessee, Oklahoma or Kansas.

A vital group of well-read home dailies covers this territory, rich in potentiality and serviced by aggressive, wide awake dealers and distributors.

In this rich market your prospective customers daily welcome these papers into their homes, as an essential part of their life. Ask your dealer or jobber...he'll tell you there's no substitute for the hometown daily. A letter, a wire or a phone call will bring an Ohio Select List representative to tell you about this easy-to-reach market.



One order-One check!

OHIO SELECT LIST
Newspapers
REPRESENTED BY
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1319 TERMINAL TOWER, CLEVELAND, OHIO
NEW YORK CHICAGO CINCINNATI

WLW ... Now, more than ever— the most efficient, the most economical way to reach 1/10th of America!

WLW has a four-week audience of 2,702,000 homes in its area — 186,500 more than in 1946, a pre-TV year.



The WLW Merchandise-Able Area covers 330 counties, has a population of 13,702,000—3,904,000 radio families—with a buying income of well over $16 billion annually.

Audience Data, NRI Feb.-March 1951

FOR 30 YEARS... THE NATION'S STATION — WLW

If you sell FOODS* ..here's food for thought

Cleveland area Catholics have bigger food bills . . . Catholic families average 4.1 members compared with the average of other families of 3.2. That means one more member to feed.

While 74,620 other families are providing for only 238,784 members—the 74,620 Catholic families who read the Catholic Universe Bulletin are buying the foods to satisfy the appetites of 305,942 members. That takes a bigger market basket (28% bigger), more money and means greater volume and profits for those who sell these Catholic families.

That's why you'll find national advertisers like Coca-Cola, Salada Tea, Durkee, Creamettes, National Dairy, and many others, in the one newspaper that gives greatest coverage of Catholic families in the Cleveland ABC retail trading zone, an audience that accounts for more than $88,500,000 in Food Store Sales annually.

Follow the example of Fisher Brothers and A & P . . . address your best prospects in



The Catholic Universe Bulletin
Cleveland 14, Ohio

Voted last year the best newspaper of its kind in America

*or practically anything else!

MEMBER ABC • PUBLISHED WEEKLY • SEE LISTING IN CONSUMER SRDS • WRITE FOR COMPLETE DATA

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	C8		20.6	.0133	6.2	11,423	.0076	2,430	846	579	2,403	278	.....	15,798	.0072	767	2,548	.0085	84
Allen	A4	76	90.9	.0587	27.1	100,049	.0661	23,368	13,726	4,716	17,071	2,351	.....	132,260	.0600	1,455	4,880	.0616	108
▲Lima			51.7	.0334	16.1	80,705	.0534	18,340	12,978	3,458	15,211	2,044	34,605	84,299	.0382	1,631	5,236	.0418	125
Ashland	E4		33.8	.0218	10.6	34,380	.0227	7,772	2,507	1,784	6,420	838	.....	47,022	.0213	1,391	4,436	.0218	100
Ashland			14.7	.0095	4.9	21,264	.0140	4,990	2,389	1,475	4,251	653	*	23,031	.0105	1,567	4,700	.0113	119
Ashtabula	G2		80.1	.0517	24.4	77,859	.0515	19,153	6,524	2,698	14,458	1,898	.....	119,103	.0540	1,487	4,881	.0528	102
Ashtabula			23.8	.0153	7.3	36,024	.0238	9,232	4,415	1,718	6,512	923	5,462	36,528	.0166	1,535	5,004	.0185	121
Conneaut			10.4	.0067	3.5	12,364	.0082	3,728	1,032	387	1,060	315	*	13,971	.0063	1,343	3,992	.0069	103
Athens	E7		46.4	.0299	12.4	33,724	.0223	8,279	1,631	1,926	7,919	793	.....	50,438	.0229	1,087	4,068	.0241	81
Athens			11.8	.0077	3.4	20,117	.0133	3,590	821	1,586	6,365	572	7,172	18,675	.0085	1,583	5,493	.0098	127
Auglaize	A4		31.5	.0204	9.6	31,616	.0209	7,004	2,030	1,350	6,036	475	.....	38,282	.0174	1,215	3,986	.0191	94
Belmont	G5	154	88.1	.0569	26.1	58,700	.0388	20,180	3,865	2,854	10,146	1,062	.....	87,332	.0396	991	3,346	.0428	75
Martins Ferry-Bellaire			*26.1*	*.0168*	*8.2*	*25,503*	*.0169*	*8,806*	*1,877*	*1,406*	*5,165*	*652*	*	*28,980*	*.0131*	*1,110*	*3,534*	*.0149*	*89*
Bellaire			12.7	.0082	4.0	14,340	.0095	4,652	1,502	793	2,694	348	*	14,414	.0065	1,135	3,604	.0077	94
Martins Ferry			13.4	.0086	4.2	11,163	.0074	4,154	375	613	2,471	304	2,676	14,566	.0066	1,087	3,468	.0072	84
Brown	B8		22.6	.0145	6.8	13,134	.0087	2,909	816	371	1,301	258	.....	18,436	.0084	816	2,711	.0097	67
Butler	A7	58	152.7	.0986	43.1	147,113	.0973	40,010	10,495	8,331	25,998	3,661	.....	241,673	.1096	1,583	5,607	.1037	105
▲Hamilton			60.0	.0387	18.0	77,638	.0513	20,647	5,849	4,539	14,521	2,006	21,041	94,002	.0427	1,567	5,222	.0445	115
▲Middletown			35.0	.0226	10.3	50,059	.0331	13,469	3,852	3,497	10,182	1,337	*	66,039	.0299	1,887	6,412	.0294	130
Carroll	F4		19.5	.0126	5.6	11,419	.0076	2,528	1,122	339	1,840	175	.....	15,596	.0071	800	2,785	.0084	67
Champaign	B5		27.3	.0176	8.4	24,414	.0161	5,405	1,003	1,308	4,383	636	.....	32,726	.0148	1,199	3,896	.0158	90
Urbana			8.5	.0055	2.6	15,065	.0100	3,309	484	891	3,353	500	*	12,233	.0056	1,439	4,705	.0069	125
Clark	B6	140	114.7	.0741	34.3	115,964	.0767	28,194	12,826	6,188	22,250	3,644	.....	185,191	.0841	1,615	5,399	.0799	108
▲Springfield			80.7	.0521	24.7	102,988	.0681	24,952	12,673	5,986	20,284	3,468	31,073	136,734	.0620	1,694	5,536	.0618	119
Clermont	B7		43.8	.0282	12.7	27,363	.0181	8,003	1,199	1,718	4,378	622	.....	39,225	.0178	896	3,089	.0200	71
Clinton	B7		26.3	.0170	8.1	29,195	.0193	6,044	1,267	980	5,375	397	.....	31,106	.0141	1,183	3,840	.0162	95
Wilmington			7.6	.0049	2.5	16,094	.0106	3,120	733	684	2,734	211	1,361	11,058	.0050	1,455	4,423	.0066	135
Columbiana	G4		101.0	.0652	30.1	95,087	.0628	24,589	8,657	4,827	20,631	2,489	.....	145,345	.0659	1,439	4,829	.0648	99
East Liverpool			24.7	.0160	7.7	37,495	.0248	9,650	5,300	2,477	8,625	981	9,806	40,669	.0185	1,647	5,282	.0199	124
Salem			13.0	.0083	4.1	23,154	.0153	5,347	2,227	1,467	5,757	632	*	26,188	.0119	2,014	6,387	.0122	147
Coshocton	E5		31.6	.0204	9.8	26,655	.0177	6,057	3,277	1,115	5,986	690	.....	36,871	.0167	1,167	3,762	.0177	87
Coshocton			11.8	.0077	4.0	20,675	.0137	4,465	2,719	979	5,476	522	*	17,546	.0079	1,487	4,387	.0096	125
Crawford	C4		39.6	.0256	12.5	41,225	.0272	9,872	1,649	2,077	8,191	863	.....	55,724	.0253	1,407	4,458	.0259	101
Bucyrus			10.6	.0068	3.4	15,838	.0105	3,754	749	881	3,386	419	*	16,100	.0073	1,519	4,735	.0081	119
Galion			10.2	.0066	3.3	15,331	.0101	3,687	888	737	2,932	299	*	16,306	.0074	1,599	4,941	.0080	121
Cuyahoga	E3	30	1,420.5	.9168	421.1	1,733,424	1.1462	458,874	263,872	85,680	284,620	56,838	.....	2,725,572	1.2386	1,919	6,473	1.1455	125

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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For Hawaii market data, see page 618



a $4,000,000,000 SUPER MARKET

COVERED BY THE CLEVELAND PLAIN DEALER



Expansive, but *not* expensive...when you reach the multiple market of Greater Cleveland plus 26 adjacent counties* through the Plain Dealer. Within this tremendous trading zone, where effective buying power is over the four billion dollar mark, advertising in *one* great metropolitan newspaper supports your dealers *locally* at *one* low cost.

The Plain Dealer's Market Survey Department can assist you in checking your merchandising coverage with current market data for Cleveland. Write for information.

	(Cleveland) Cuyahoga Cy.	*26 Adjacent County Area**
Total Retail Sales	$1,733,424,000	$1,327,825,000
Food Sales	458,874,000	333,266,000
Gen. Merchandise Sales .	263,872,000	108,266,000
Drug Sales	56,838,000	32,877,000
Furn., Hsld., Radio Sales .	85,680,000	59,480,000
Eff. Buying Income . . .	2,725,572,000	2,064,059,000

**Akron, Canton, Youngstown not included.* *Figures—Sales Management Survey, May, 1952*


CLEVELAND PLAIN DEALER

ALL BUSINESS IS LOCAL

METHODISTS RAP FLYNN'S BEST SELLER

U. S. WON'T BE BUDGED, HE ASSERTS

CLEVELAND PLAIN DEALER

Cleveland's Home Newspaper

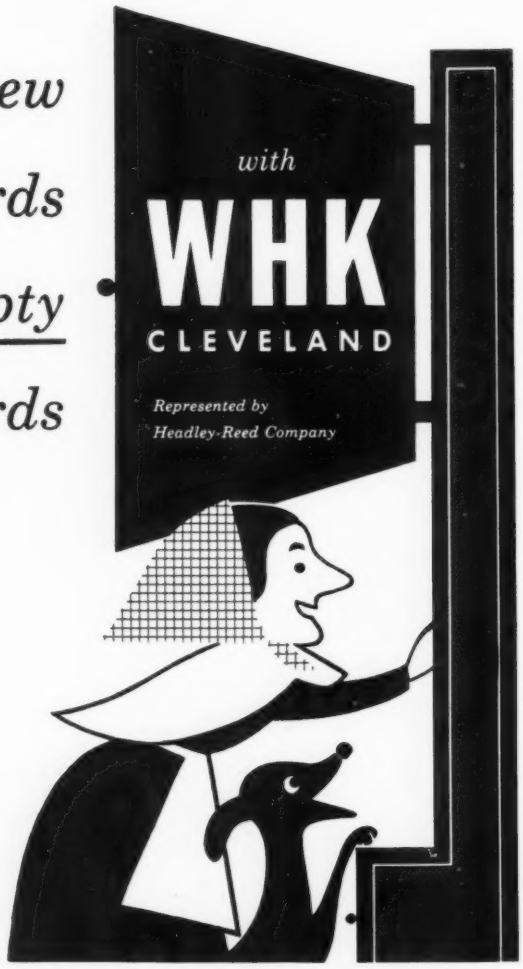
Cresmer & Woodward, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
A. S. Grant, Atlanta

new

Mother Hubbards

empty

their cupboards



You time buyers hear plenty of "fairy tales"... but this is a true story! Once upon a time (just recently, in fact)... an advertiser bought a one-minute announcement and received 1400 replies!

Yes... Hoffman's Candy Kitchen, wanting proof of listeners, offered to send a box of candy to anyone celebrating an anniversary. ONE spot announcement started a deluge of mail that totaled 1400 replies! (The spot cost $17.75)

MORAL: *WHK is your "sweetest" buy in the Northeastern Ohio Market! WHK's 5,000-watt salesmanship covers 17 counties and ONE MILLION radio families!*

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Cleveland			923.5	.5961	273.0	1,395,065	.9225	339,009	256,562	72,707	206,020	41,572	1,474,414	1,742,487	.7906	1,887	6,383	.7913	133
Lakewood			69.0	.0446	22.1	63,721	.0421	19,442	3,638	2,377	21,404	3,126	7,363	152,211	.0691	2,206	6,887	.0561	126
Cleveland Heights			60.0	.0387	18.2	53,662	.0355	24,814	588	3,639	11,579	2,948	2,341	165,926	.0752	2,765	9,117	.0560	145
East Cleveland			41.1	.0265	13.7	37,829	.0250	11,499	544	1,621	13,122	2,112	5,230	93,943	.0427	2,286	6,857	.0341	129
Shaker Heights			28.9	.0187	8.9	26,967	.0178	9,397	240	890	7,501	1,379	1,319	85,483	.0387	2,958	9,605	.0284	152
Euclid			42.7	.0275	11.9	24,001	.0159	9,913	523	1,725	4,437	930	3,922	102,413	.0465	2,398	8,606	.0335	122
Bedford			9.3	.0060	2.8	14,605	.0096	3,919	119	270	7,258	493	*	17,548	.0080	1,887	6,267	.0081	135
Rocky River			11.5	.0075	3.6	12,711	.0085	6,275	120	334	1,203	316	*	36,035	.0163	3,133	10,010	.0122	163
Darke	**A5**		**42.6**	**.0275**	**13.0**	**42,854**	**.0283**	**8,325**	**2,015**	**1,559**	**9,452**	**706**	.....	**44,948**	**.0204**	**1,055**	**3,458**	**.0242**	**88**
Greenville			9.1	.0058	3.0	20,961	.0138	3,354	1,576	1,014	5,026	446	3,997	12,804	.0058	1,407	4,268	.0082	141
Defiance	**A3**		**26.6**	**.0172**	**8.0**	**27,377**	**.0181**	**6,053**	**1,464**	**1,276**	**6,919**	**562**	.....	**33,159**	**.0150**	**1,247**	**4,145**	**.0164**	**95**
Defiance			11.6	.0075	3.5	18,818	.0125	4,013	1,046	1,018	5,491	483	3,284	17,804	.0081	1,535	5,087	.0093	124
Delaware	**C5**		**31.0**	**.0200**	**8.8**	**25,979**	**.0172**	**5,469**	**1,042**	**989**	**4,515**	**368**	.....	**37,160**	**.0169**	**1,199**	**4,223**	**.0176**	**88**
Delaware			12.1	.0078	3.4	18,488	.0122	3,757	552	828	4,218	281	2,541	19,536	.0089	1,615	5,746	.0097	124
Erie	**D3**		**54.2**	**.0350**	**16.4**	**56,007**	**.0371**	**14,528**	**4,612**	**3,027**	**8,653**	**2,025**	.....	**91,835**	**.0417**	**1,694**	**5,600**	**.0390**	**111**
Sandusky			30.2	.0195	9.5	42,589	.0281	10,568	3,618	2,885	6,453	1,718	9,539	55,989	.0254	1,854	5,894	.0250	128
Fairfield	**D6**		**53.3**	**.0344**	**16.0**	**41,457**	**.0274**	**10,705**	**3,667**	**2,188**	**8,237**	**1,358**	.....	**68,144**	**.0309**	**1,278**	**4,259**	**.0306**	**89**
Lancaster			24.7	.0160	7.8	32,021	.0212	7,508	3,219	1,883	6,881	1,158	4,974	36,727	.0166	1,487	4,709	.0178	111
Fayette	**C7**		**23.0**	**.0148**	**7.0**	**23,410**	**.0155**	**4,881**	**2,699**	**939**	**4,389**	**413**	.....	**32,364**	**.0147**	**1,407**	**4,623**	**.0150**	**101**
Washington Court House			10.8	.0069	3.4	19,974	.0132	3,663	2,024	872	3,872	337	*	16,059	.0073	1,487	4,723	.0090	130

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

© SM, 1952.

Table of Contents is on pages 1, 3 and 5

Move more merchandise in Northern Ohio . . .

WGAR MerCHAINdising PLAN



Six sure-fire selling forces now combine to move merchandise for advertisers using the effective, new WGAR MerCHAINdising Plan.

1. Powerful 50,000-watt WGAR tells and sells more than four million listeners . . .
2. Two leading national grocery chains swing into action . . .
3. Exclusive point-of-purchase displays go up for one full week in 197 stores . . .
4. WGAR personalities appear at sales meetings and store promotions . . .
5. Product stories, pictures and news of sponsor activities are featured in WGAR's widely circulated merchandising publication . . .
6. WGAR promotes the plan continuously through "on-the-air" and newspaper publicity

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Ask today for the WGAR MerCHAINdising Plan booklet that tells the complete story of six selling factors in one sales-building program that really *moves merchandise!*

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

WGAR *Cleveland* • *50,000 WATTS* • **CBS**
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY

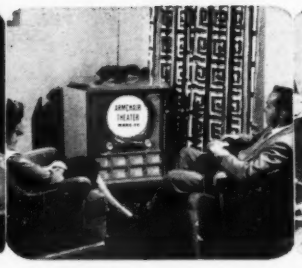
Represented Nationally by Edward Petry & Company

ACTION

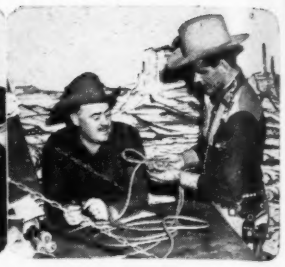
Sales action is what you want . . . and sales action is what you get on these time-tested, top-rated participation shows. Received in over 200,000 homes in America's fastest growing TV market, these locally produced shows are breaking sales records for National advertisers.



"Jean's Kitchen Fair" with Jean Phair at 10:45 A.M. This popular home economist reaches the large audience of homemakers in Central Ohio.



"Armchair Theatre" 11:10 P.M. Top rated TV films Monday through Friday, offers top value for your advertising dollar with spot participation.



"Western Roundup" with the Wrangler and Blackie 4:45 to 6:00 P.M. A family show with record breaking mail counts featuring western stories, rope tricks, and drawings of personal brands.



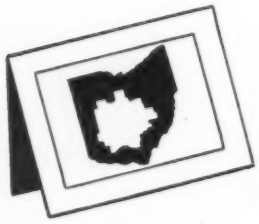
"Sharp Comments" with Fern Sharp 3:30 P.M. A women's variety program emceed by a leader in fashion, food and homemaking news in Central Ohio for over 12 years.



"Homemaker's Hob Nob" 9:30 A.M. A friendly Woman's Page program with excellent product presentation and talented entertainment, featuring emcees Jeanne Shea and Tom Gleba.

Phone Blair TV or write direct

FOR PROGRAM RESUMES AND LOW PARTICIPATION RATES



wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 466)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Circleville	Pickaway	8.8	48	4	9	21	22
Cleveland	Cuyahoga	923.5	4,091	239	536	349	424
Cleveland Heights	Cuyahoga	60.0	129	8	32	12	22
Columbus	Franklin	388.5	1,147	97	186	205	174
Conneaut	Ashtabula	10.4	47	5	10	6	4
Coshocton	Coshocton	11.8	42	7	14	21	7
Cuyahoga Falls	Summit	30.2	72	4	11	16	10
Dayton	Montgomery	252.8	741	55	119	118	103
Defiance	Defiance	11.6	36	5	16	20	7
Delaware	Delaware	12.1	33	6	11	23	4
Dover	Tuscarawas	10.1	46	5	9	15	5
East Cleveland	Cuyahoga	41.1	87	5	26	12	23
East Liverpool	Columbiana	24.7	95	6	17	26	9
Elyria	Lorain	31.6	82	9	31	37	10
Euclid	Cuyahoga	42.7	54	5	11	8	7
Findlay	Hancock	24.4	83	6	27	46	8
Fostoria	Seneca	14.6	33	7	12	18	5
Fremont	Sandusky	16.9	54	8	24	20	5
Galion	Crawford	10.2	38	7	12	19	4
Gallipolis	Gallia	8.0	29	5	10	16	5
Greenville	Darke	9.1	29	7	13	24	5
Hamilton	Butler	60.0	249	17	44	52	22
Hillsboro	Highland	5.2	29	4	8	12	3

(Continued on page 482)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Franklin	C6	33	525.6	.3393	153.6	540,855	.3576	117,502	85,050	27,244	94,512	17,174	.....	932,487	.4230	1,774	6,071	.3866	114
▲Columbus	.....	.....	388.5	.2508	114.9	491,544	.3250	102,883	84,541	26,228	91,761	15,495	471,488	683,054	.3099	1,758	5,945	.3026	121
Fulton	A2	.....	26.1	.0169	7.9	27,398	.0181	5,757	1,044	1,382	5,842	519	.....	32,119	.0146	1,231	4,066	.0161	95
Gallia	E8	.....	25.2	.0162	6.5	14,672	.0097	3,400	1,110	630	3,556	269	.....	21,362	.0097	848	3,286	.0110	68
Gallipolis	.....	.....	8.0	.0052	1.9	12,280	.0082	2,259	967	525	3,348	269	*	8,952	.0041	1,119	4,712	.0055	106
Geauga	F3	.....	28.0	.0181	7.7	18,134	.0120	4,892	900	517	3,417	303	.....	45,208	.0205	1,615	5,871	.0175	97
Greene	B6	37	61.0	.0394	17.4	42,692	.0282	9,677	2,668	1,715	8,611	1,422	.....	53,655	.0244	880	3,084	.0285	72
Xenia	.....	.....	13.9	.0090	4.3	23,204	.0153	4,380	2,156	1,384	6,309	525	*	15,109	.0068	1,087	3,514	.0098	109
Guernsey	F5	.....	38.8	.0250	11.6	29,786	.0197	7,172	3,557	1,686	5,957	537	.....	40,319	.0183	1,039	3,476	.0201	80
Cambridge	.....	.....	14.9	.0096	5.0	22,938	.0152	4,769	3,178	1,489	5,093	443	*	18,575	.0085	1,247	3,715	.0107	111

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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the brand new 1952 CONSUMER ANALYSIS covering Columbus, Ohio reflecting Central Ohio is ready now

A revealing study of the how, when, where and what of consumer buying in the going, growing capital of Ohio and its rich, 12-county retail trading area . . . an invaluable aid to national advertisers and their agencies.

FOODS TOILETRIES BEVERAGES APPLIANCES AUTOMOTIVE GENERAL

- ***Consumer Purchasing Habits***
- ***Changes and Trends in Buying***
- ***Five-Year Comparisons***
- ***Consumer Preferences***

write for your copy today

THE COLUMBUS DISPATCH

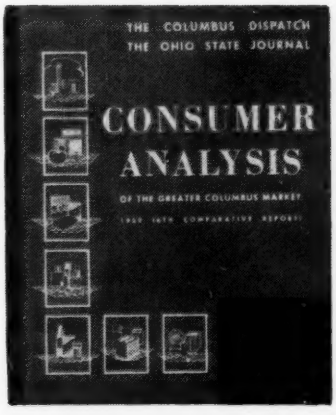
Ohio's Greatest Home Newspaper

National representatives: O'Mara & Ormsbee, Inc.
New York Chicago Detroit Los Angeles San Francisco

OHIO STATE JOURNAL

Ohio's "Good Morning" Newspaper

National representatives:
Scolaro, Meeker & Scott—New York, Philadelphia, Chicago, Detroit.
Doyle & Hawley—Los Angeles, San Francisco.



KEY to GREATER AD POWER

POST MARKETING ASSISTANCE

GET YOUR SHARE of the sales made to THE POST'S 153,230 younger, more responsive families.

- General Market Information
- Grocery Inventory (Product Sales)
- Grocery Distribution Survey
- Specialized Merchandising Service
- Readership Studies
- Prices Paid for Apparel Items



The Cincinnati Post

ROBERT K. CHANDLER, Manager, General Advertising

Represented by
The General Advertising Department of Scripps-Howard Newspapers

77% of the Post's Circulation is Unduplicated Each Evening

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Hamilton	A7	29	**742.8**	**.4795**	**232.3**	**844,030**	**.5581**	**208,955**	**124,850**	**40,582**	**140,337**	**24,607**	.....	**1,389,685**	**.6304**	**1,871**	**5,982**	**.5785**	121
▲Cincinnati	.....	.....	512.2	.3306	164.2	690,568	.4566	159,743	121,534	35,373	112,650	19,610	784,544	949,578	.4308	1,854	5,783	.4185	127
Norwood	.....	.....	35.8	.0231	11.9	41,816	.0276	11,667	984	2,025	10,015	1,483	9,016	73,831	.0335	2,062	6,204	.0296	128
Reading	.....	.....	8.1	.0053	2.3	13,863	.0092	4,237	231	403	2,657	610	825	15,283	.0069	1,887	6,645	.0073	138
Lockland	.....	.....	5.9	.0038	1.7	11,536	.0076	2,148	149	214	3,340	348	839	10,656	.0048	1,806	6,268	.0054	142
Hancock	B3	.....	**45.4**	**.0293**	**14.5**	**46,436**	**.0307**	**10,337**	**2,317**	**2,607**	**10,605**	**1,056**	.....	**49,351**	**.0224**	**1,087**	**3,404**	**.0263**	90
Findlay	.....	.....	24.4	.0157	7.5	36,335	.0241	8,009	2,150	2,212	9,017	1,004	*	28,859	.0131	1,183	3,848	.0169	108
1Fostoria																			
Hardin	B4	.....	**29.2**	**.0189**	**8.9**	**23,349**	**.0154**	**5,691**	**889**	**1,173**	**4,822**	**627**	.....	**30,343**	**.0138**	**1,039**	**3,409**	**.0153**	91
Kenton	.....	.....	8.6	.0056	2.9	13,761	.0091	2,645	630	850	3,007	399	1,110	10,172	.0047	1,183	3,508	.0062	111
Harrison	F5	.....	**19.2**	**.0124**	**5.8**	**12,768**	**.0085**	**4,561**	**728**	**297**	**2,419**	**181**	.....	**18,420**	**.0084**	**959**	**3,176**	**.0092**	74
Henry	A3	.....	**22.7**	**.0146**	**6.8**	**22,705**	**.0150**	**4,751**	**1,187**	**921**	**4,163**	**479**	.....	**24,313**	**.0110**	**1,071**	**3,575**	**.0129**	88
Napoleon	.....	.....	5.4	.0034	1.8	11,846	.0078	2,148	823	487	1,600	131	2,085	7,163	.0032	1,326	3,979	.0046	135
Highland	C7	.....	**28.8**	**.0186**	**9.1**	**24,666**	**.0163**	**6,165**	**848**	**634**	**2,978**	**418**	.....	**33,144**	**.0150**	**1,151**	**3,642**	**.0161**	97
Hillsboro	.....	.....	5.2	.0034	1.7	11,041	.0073	2,478	387	239	1,702	144	1,976	7,483	.0034	1,439	4,402	.0046	133
Hocking	D7	.....	**19.7**	**.0127**	**5.8**	**14,217**	**.0094**	**4,010**	**1,182**	**550**	**3,232**	**343**	.....	**20,471**	**.0093**	**1,039**	**3,529**	**.0100**	79
Logan	.....	.....	6.0	.0039	2.1	11,684	.0077	2,593	1,123	440	2,552	283	*	8,539	.0039	1,423	4,066	.0050	128
Holmes	E4	.....	**19.1**	**.0124**	**5.0**	**10,495**	**.0070**	**1,895**	**908**	**381**	**1,335**	**216**	.....	**17,105**	**.0078**	**896**	**3,421**	**.0085**	69
Huron	D3	.....	**40.5**	**.0261**	**12.2**	**39,086**	**.0258**	**10,226**	**2,407**	**1,706**	**7,310**	**1,788**	.....	**54,405**	**.0247**	**1,343**	**4,459**	**.0253**	97
Norwalk	.....	.....	10.1	.0065	3.3	15,509	.0103	3,374	947	601	3,443	604	3,931	15,179	.0069	1,503	4,600	.0078	120
Jackson	D8	.....	**28.2**	**.0182**	**8.0**	**21,059**	**.0139**	**5,575**	**1,379**	**1,476**	**4,374**	**428**	.....	**32,454**	**.0147**	**1,151**	**4,057**	**.0152**	84
Jackson	.....	.....	6.6	.0043	2.2	11,826	.0078	2,681	344	859	2,608	152	1,779	10,551	.0048	1,599	4,796	.0056	130
Jefferson	G5	154	**97.5**	**.0629**	**27.3**	**88,201**	**.0583**	**24,796**	**7,932**	**4,541**	**16,014**	**2,147**	.....	**143,420**	**.0651**	**1,471**	**5,253**	**.0626**	100
▲Steubenville	.....	.....	36.2	.0233	10.6	60,313	.0399	15,506	4,719	3,590	12,919	1,636	23,491	69,459	.0315	1,919	6,553	.0324	139
Knox	D5	.....	**36.0**	**.0233**	**10.9**	**35,421**	**.0235**	**8,271**	**3,488**	**1,228**	**6,623**	**737**	.....	**40,856**	**.0185**	**1,135**	**3,748**	**.0210**	90
Mount Vernon	.....	.....	12.3	.0080	4.1	24,292	.0160	4,962	3,346	842	5,395	625	2,849	14,548	.0066	1,183	3,548	.0097	121
Lake	F2	30	**80.6**	**.0520**	**23.6**	**67,359**	**.0445**	**19,051**	**5,751**	**1,815**	**12,094**	**1,701**	.....	**97,903**	**.0444**	**1,215**	**4,148**	**.0460**	88
Painesville	.....	.....	15.3	.0098	4.5	30,982	.0205	7,879	4,904	887	7,531	867	1,801	20,553	.0093	1,343	4,567	.0127	130

1 Fostoria is in Hancock, Seneca and Wood Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

will you love us

in december...

as you do in May?

Month after month (including May and December!), year after year, what is the *one* favorite Cincinnati daily newspaper?

The Times-Star. And so it has been for 44 consecutive years.

Local and national advertisers who have a selling job to do pick the Times-Star for two main and wonderfully sound reasons –

1. It's in a great Metropolitan market, where more than 900 thousand people spend over $900 million a year for retail purchases, according to Sales Management. Here a mere 12% of the trading zone contains 68% of the buyers, 77% of the buying income!

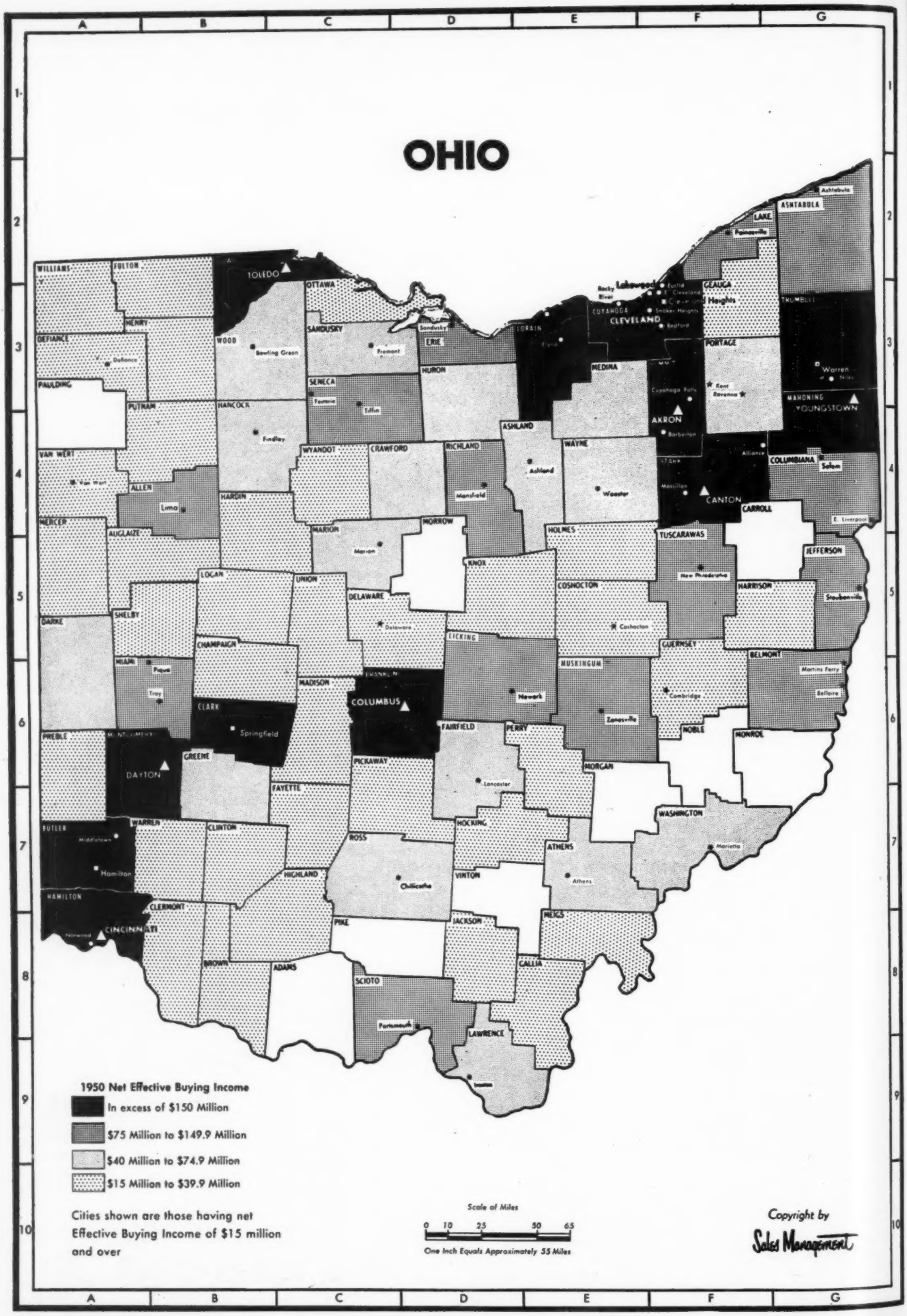
2. It's the top paper in this tremendous three-county U. S. Metropolitan Area; the Times-Star is read daily by more of these 900 thousand people than any other publication!

The Times-Star's 15th Annual Payroll Poll, showing industrial employment, payrolls, and day-to-day purchasing power in Metropolitan Cincinnati, is now ready. For free copies, contact the nearest Times-Star office.



in cincinnati . . . it's the **TIMES-STAR** 44 YEARS OF LEADERSHIP

NEW YORK 17: 60 E. 42nd St.; CHICAGO 1: 228 N. LaSalle St.; WEST COAST: John E. Lutz Co., 435 N. Michigan Ave., Chicago 11


OHIO
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
Scale of Miles
0 10 25 50 65
One Inch Equals Approximately 55 Miles
Copyright by
Sales Management
TOLEDO
CLEVELAND
AKRON
CANTON
YOUNGSTOWN
COLUMBUS
DAYTON
CINCINNATI
Springfield
Hamilton
Middletown
Zanesville
Marietta
Portsmouth
Lancaster
Newark
Mansfield
Lima
Findlay
Fremont
Tiffin
Bowling Green
Defiance
Van Wert
Marion
Delaware
Coshocton
New Philadelphia
Cambridge
Martins Ferry
Steubenville
Wooster
Ashland
Warren
Alliance
Salem
Athens
Chillicothe
Ashtabula
Painesville
Lorain
Elyria
Sandusky
Norwood
Troy
Piqua
Barberton
Cuyahoga Falls
Kent
Ravenna
Niles
Bellaire
E. Liverpool
WILLIAMS
FULTON
HENRY
DEFIANCE
PAULDING
PUTNAM
VAN WERT
ALLEN
MERCER
AUGLAIZE
DARKE
SHELBY
MIAMI
CHAMPAIGN
LOGAN
HARDIN
WYANDOT
CRAWFORD
MARION
MORROW
UNION
DELAWARE
KNOX
LICKING
MADISON
CLARK
GREENE
PREBLE
BUTLER
WARREN
CLINTON
FAYETTE
PICKAWAY
ROSS
HIGHLAND
PIKE
BROWN
ADAMS
SCIOTO
LAWRENCE
GALLIA
JACKSON
VINTON
HOCKING
FAIRFIELD
PERRY
MORGAN
WASHINGTON
MEIGS
ATHENS
NOBLE
MONROE
MUSKINGUM
GUERNSEY
BELMONT
HARRISON
JEFFERSON
CARROLL
COLUMBIANA
TUSCARAWAS
HOLMES
WAYNE
MEDINA
HURON
SENECA
ERIE
OTTAWA
SANDUSKY
WOOD
HANCOCK
ASHLAND
RICHLAND
PORTAGE
SUMMIT
GEAUGA
LAKE
ASHTABULA
MAHONING
CUYAHOGA
HAMILTON
CLERMONT





"Everything's okay, except your circulation is jumping like the Cincinnati Enquirer's"

Population:

City Zone (A.B.C.)	814,037
Retail Trading Zone (A.B.C.)	386,566
City and Retail Trading Zones	**1,200,603**

Trend of business: Steady, solid, characteristic of a sound, substantial, progressive market . . . characteristic of Solid Cincinnati.

	December 1951
Cincinnati Business Index	360.8
Index of Department Store Sales	336.0
Consumers' Price Index	187.9

Period 1935 to 1939 = 100

. . . and the paper that's in solid
. . . THE CINCINNATI ENQUIRER

Coverage: The Enquirer has the largest total and combined city and retail trading zone circulation in Cincinnati, both daily and Sunday.

	Sunday Enquirer	Daily Enquirer	Post	Times-Star
City Zone	200,384	118,190	123,032	126,609
Retail Trading Zone	45,072	40,240	20,965	19,070
Total	245,456	158,430	143,997	145,679
Other	23,959	26,853	9,233	4,810
Total	**269,415**	**185,283**	**153,230**	**150,489**

Source: A.B.C. Publishers' Statement, Sept. 30, 1951

General Display Advertising: The Enquirer continues to lead in general display linage.

	No. Lines (12 months, 1951)*	%
Enquirer	4,622,751	45.8
Paper A	2,362,541	23.4
Paper B	3,108,128	30.8
		100.0%

*Source: Media Records

Retail Display Linage: The Enquirer continues to increase its advantage.

	No. Lines (12 months, 1951)*	%
Enquirer	13,146,783	43.0
Paper A	8,333,265	27.3
Paper B	9,056,322	29.7
		100.0%

*Source: Media Records

Total Advertising: The Enquirer is out in front — and moving ahead.

	No. Lines (12 months, 1951)*	%
Enquirer	27,249,525	45.0
Paper A	16,068,232	26.5
Paper B	17,215,741	28.5
		100.0%

*Source: Media Records

Milline Rate: The Enquirer, daily or Sunday, has the lowest milline rate of any Cincinnati newspaper.

	MILLINE RATES*
Daily Enquirer	$2.16
Sunday Enquirer	2.00
Paper A	2.41
Paper B	2.52

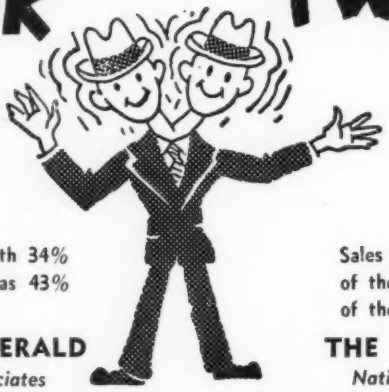
*Based on 400 lines, 13 times

Solid Cincinnati reads
The CINCINNATI ENQUIRER

Represented by Moloney, Regan and Schmitt, Inc.

16TH CITY IN OHIO
NET SPENDABLE INCOME

LOOK TWICE!



17TH CITY IN OHIO
NET SPENDABLE INCOME

City Net Buying Income, $89,449,000

City Net Buying Income, $86,006,000

LORAIN LORAIN COUNTY

Sales Center for surrounding Communities. With 34% of the County's 153,530 population, Lorain has 43% of the County's $144,886,000 Retail Sales.

LORAIN JOURNAL & TIMES HERALD
National Representatives: Shannon & Associates

MANSFIELD RICHLAND COUNTY

Sales Center for surrounding Communities. With 48% of the County's 94,167 population, Mansfield has 74% of the County's $98,318,000 Retail Sales.

THE MANSFIELD NEWS JOURNAL
National Representatives: Shannon & Associates

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lawrence	D8	62	50.1	.0323	13.9	31,679	.0210	9,183	2,924	1,454	5,830	587	.....	44,867	.0204	896	3,228	.0230	71
Ironton	.....	.....	16.7	.0108	5.1	23,918	.0158	6,015	1,895	1,436	4,763	470	*	19,752	.0090	1,183	3,873	.0114	106
Licking	D5	.....	72.6	.0469	22.4	64,530	.0426	16,451	4,469	2,579	11,283	1,454	.....	99,842	.0453	1,375	4,457	.0448	98
Newark	.....	.....	35.3	.0228	11.5	47,118	.0312	12,160	3,874	2,242	9,727	1,053	12,087	58,120	.0263	1,646	5,054	.0271	119
Logan	B5	.....	31.7	.0205	10.1	35,066	.0232	7,729	2,465	1,290	6,821	609	.....	34,964	.0158	1,103	3,462	.0190	93
Bellefontaine	.....	.....	10.5	.0068	3.4	20,236	.0134	4,232	2,102	918	5,472	349	*	15,279	.0070	1,455	4,494	.0089	131
Lorain	E3	79	153.6	.0991	43.9	144,886	.0958	40,348	11,052	7,262	24,180	4,083	.....	255,351	.1159	1,662	5,817	.1065	107
▲Lorain	.....	.....	52.3	.0337	14.5	64,731	.0428	19,155	5,029	3,361	9,321	1,853	11,080	89,449	.0405	1,710	6,169	.0398	118
▲Elyria	.....	.....	31.6	.0204	9.7	47,465	.0314	11,556	5,543	3,381	9,888	1,280	7,440	55,559	.0252	1,758	5,728	.0261	126
Lucas	B2	146	405.0	.2615	121.5	494,560	.3270	118,220	69,410	25,750	99,696	14,709	.....	764,166	.3467	1,887	6,289	.3238	124
▲Toledo	.....	.....	310.9	.2007	94.1	439,688	.2907	100,620	68,785	24,007	90,298	13,990	322,022	591,576	.2684	1,903	6,287	.2615	130
Madison	C6	.....	22.7	.0146	6.0	25,535	.0169	4,557	878	964	5,073	516	.....	26,849	.0122	1,183	4,475	.0141	97
London	.....	.....	5.3	.0035	1.6	12,962	.0086	1,879	370	328	3,320	274	*	7,543	.0035	1,423	4,714	.0050	143
Mahoning	G3	162	263.1	.1698	72.7	286,380	.1894	75,052	39,405	13,520	51,418	6,280	.....	454,181	.2060	1,726	6,247	.1938	114

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

YOUNGSTOWN—18th in Per Family Effective Income—

AND A GREAT RADIO MARKET—

(1) NO TV STATION WITHIN 60 MILES
(2) 33 RADIO SETS TO EACH TV SET IN GREATER YOUNGSTOWN

U. S. MARKETS BY SIZE:
28 Indianapolis, Ind.
29 San Diego, Cal.
30—Youngstown
32 Columbus, O.
33 San Antonio, Tex.
34 Miami, Fla.
35 Rochester, N. Y.
37 Dayton, O.
40 Akron, O.
43 Toledo, O.

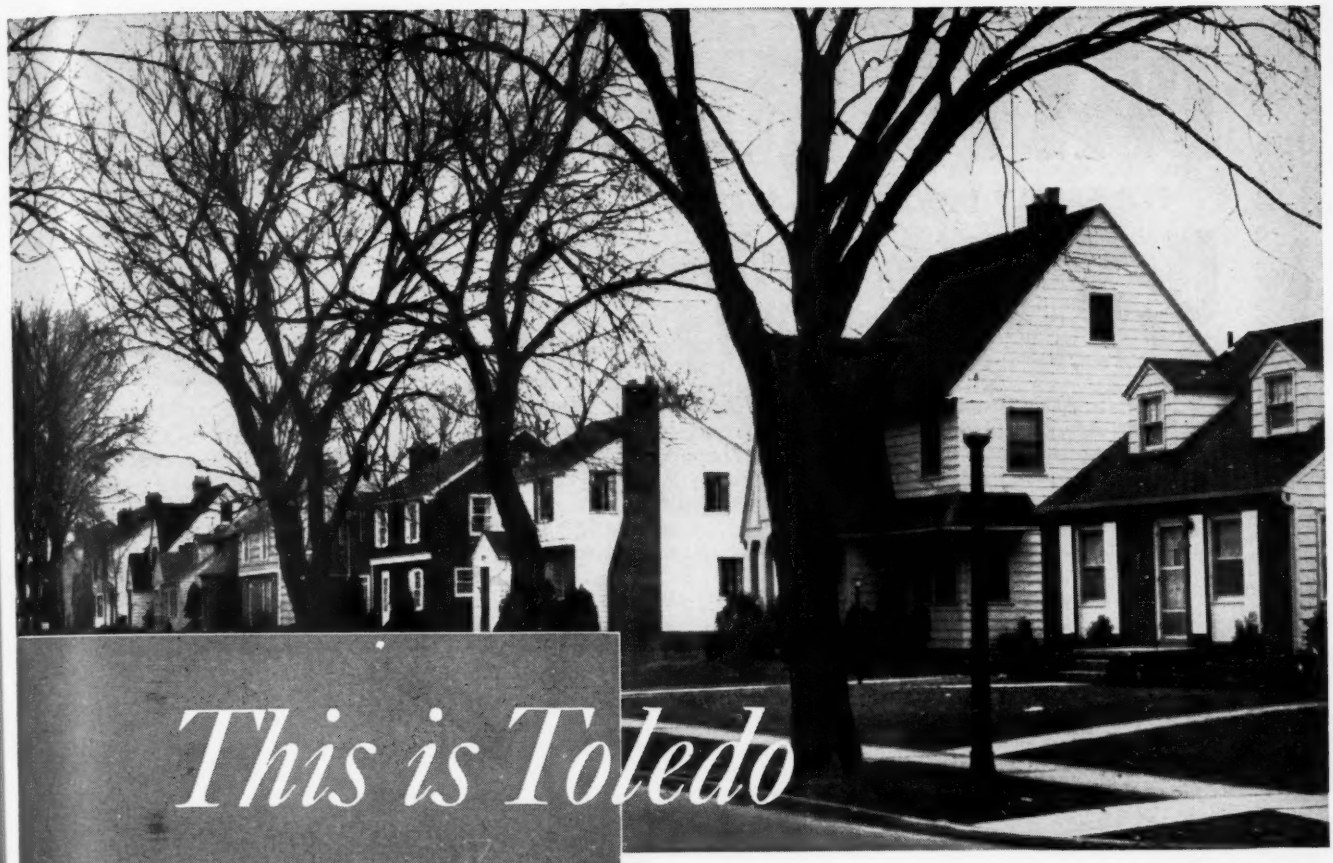
WFMJ

5000 WATTS
DUPLICATING ON
50,000 WATTS FM

SERVING
OHIO'S 3d MARKET

The cooperative promotion minded
NBC
station

TOPS IN NEWS:
Complete local News
by the
Youngstown Vindicator
plus
AP and UP
Full leased wires



This is Toledo

big...*
*prosperous**...*
*home-owning***...*

***
Toledo is No. 1 in U. S. in home-ownership
61% of Toledo homes are owned by the families living in them

**
Toledo is 6th in U. S. in median family income
Only 5 of the 57 biggest U.S. cities have larger median family income

*
Toledo is over the 400,000 mark
Population of Toledo ABC city zone (final 1950 census) . . . 400,909.
Toledo ABC Retail Trading Zone population . . . 919,464

Toledoans have the desire to live better . . .
they have the money . . . there are lots of them . . . **and there is no better way to reach them than through the big, respected newspaper reaching 97.9% of their homes . . . the**

TOLEDO BLADE

Represented by Moloney, Regan & Schmitt, Inc.

All business is local

DAYTON, OHIO

PER FAMILY INCOME . . . $6,467.00

U.S.A. PER FAMILY INCOME $4,922.00

HOW CAN A CITY SHOW AN EFFECTIVE BUYING INCOME PER FAMILY OF $1,500.00 MORE THAN THE U. S. AVERAGE?



. . . It's the spirit, hustle and know-how that brought some of the nation's largest industries here to stay (five General Motors Divisions, National Cash Register Company, Chrysler Airtemp Division, Wright - Patterson Air Force Base, Dayton Rubber Co., Sunshine Biscuits, Inc., to name a few) that has made this city and its trading area great.

Dayton's figures, per family, compared to the National average are easy to understand. The average weekly manufacturing wage in Dayton, in December, 1951, was $84.20, far ahead of the national average.

Dayton and Ohio's rich Miami Valley can afford anything you want to sell. You can't afford to miss this market. Newspapers with a combined daily circulation of 215,146, and the Sunday News with 161,004, form the medium that best gets into the homes and pocketbooks of this wealthy audience.

REPRESENTED NATIONALLY BY SAWTER, FERGUSON, WALKER

THE DAYTON DAILY NEWS
(EVENING AND SUNDAY)

THE DAYTON JOURNAL HERALD
(MORNING EXCEPT SUNDAY)

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
2▲Youngstown	.....	.....	171.7	.1108	47.0	244,121	.1614	62,185	38,563	12,357	45,146	5,450	132,185	312,838	.1419	1,822	6,656	.1415	128
Marion	C4	.....	51.1	.0330	15.7	57,221	.0378	13,374	5,630	2,740	10,659	1,459	.....	68,644	.0312	1,343	4,372	.0335	102
Marion	.....	.....	34.7	.0224	10.7	46,205	.0305	10,862	4,926	2,450	9,872	1,399	*	50,489	.0229	1,455	4,719	.0251	112
Medina	E3	.....	41.9	.0271	12.7	40,381	.0267	9,191	1,004	1,366	7,263	1,012	.....	52,900	.0240	1,263	4,165	.0254	94
Medina	.....	.....	5.3	.0034	1.7	16,673	.0111	2,769	263	463	4,044	520	*	7,204	.0033	1,359	4,238	.0056	165
Meigs	E8	.....	23.6	.0152	6.9	15,917	.0105	3,771	1,645	421	3,382	415	.....	26,407	.0119	1,119	3,827	.0121	80
Mercer	A4	162	28.9	.0187	8.1	29,979	.0199	4,965	1,071	1,056	6,120	370	.....	31,875	.0145	1,103	3,935	.0170	91
Celina	.....	.....	5.8	.0037	1.8	14,367	.0095	2,349	644	455	4,139	234	1,338	7,884	.0035	1,359	4,380	.0053	143
Miami	A6	.....	63.2	.0408	19.5	60,472	.0399	15,090	5,314	2,629	12,901	1,597	.....	93,974	.0426	1,487	4,819	.0414	101
Piqua	.....	.....	18.0	.0117	5.9	23,437	.0155	5,351	3,064	1,302	5,766	750	7,707	26,190	.0119	1,455	4,439	.0129	110
Troy	.....	.....	11.0	.0071	3.6	17,628	.0116	3,816	1,730	636	2,193	570	849	20,218	.0092	1,838	5,616	.0095	134
Monroe	F6	.....	15.2	.0098	4.5	6,895	.0046	1,359	1,081	266	1,010	78	.....	9,474	.0043	623	2,105	.0055	56
Montgomery	A6	37	417.4	.2693	122.0	459,762	.3040	110,922	68,997	21,420	76,452	16,584	.....	787,563	.3574	1,887	6,455	.3238	120
▲Dayton	.....	.....	252.8	.1632	75.0	385,825	.2551	85,589	67,863	18,850	66,176	14,387	191,904	485,057	.2201	1,919	6,467	.2192	134
Morgan	E8	.....	12.9	.0083	4.0	8,355	.0055	1,711	467	171	1,635	152	.....	11,984	.0054	927	2,991	.0060	72
Morrow	D4	.....	17.6	.0114	5.2	10,327	.0069	2,327	216	180	1,773	143	.....	14,638	.0066	832	2,815	.0077	68
Muskingum	E6	.....	75.9	.0490	22.8	70,010	.0463	16,215	6,500	4,456	15,439	2,186	.....	105,592	.0479	1,391	4,631	.0476	97
Zanesville	.....	.....	41.3	.0266	12.9	58,040	.0384	13,176	5,481	3,852	13,235	1,997	25,326	66,683	.0302	1,615	5,169	.0319	120
Noble	F8	.....	11.7	.0075	3.5	5,739	.0037	965	849	162	1,054	70	.....	9,917	.0045	848	2,833	.0049	65
Ottawa	C3	.....	30.4	.0197	9.2	26,105	.0173	6,727	1,068	1,300	5,191	411	.....	36,442	.0166	1,199	3,961	.0174	89
Paulding	A3	.....	15.3	.0098	4.7	9,917	.0066	2,609	312	655	2,400	196	.....	16,631	.0075	1,087	3,539	.0077	79
Perry	E8	.....	29.3	.0190	8.8	18,901	.0125	6,230	1,105	638	3,951	377	.....	32,785	.0149	1,119	3,812	.0150	79
Pickaway	C8	.....	29.9	.0193	7.7	23,181	.0153	5,075	1,081	768	3,530	408	.....	26,777	.0121	896	3,478	.0145	75
Circleville	.....	.....	8.8	.0057	2.8	14,250	.0094	3,202	912	501	3,206	215	*	9,284	.0042	1,055	3,316	.0060	105
Pike	C8	.....	14.7	.0094	4.0	6,530	.0043	1,531	835	185	1,138	39	.....	10,336	.0047	703	2,584	.0055	99

2 Youngstown is in Mahoning and Trumbull Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 25.
*Withheld to avoid disclosure.

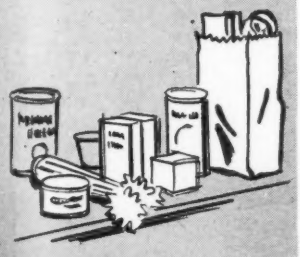
3 BIG FOOD FACTS

About The

YOUNGSTOWN MARKET

Fact No. 1

RETAIL FOOD SALES



Retail food sales of the Youngstown *metropolitan area for †1951 totaled $142,746,000, ranking 34th among those of all the nation's metropolitan areas. Retail food sales in the city of Youngstown for †1951 amounted to $62,185,000, ranking 54th among those of all the nation's corporate cities. This is higher than might be expected from Youngstown's 1950 census ranking of 57th in population nationally.

Youngstown is strategically located close to a population of over 2,500,000 in twenty-one counties of Ohio, Pennsylvania and West Virginia. It is only two hours away to the most distant county, with numerous first-class highways providing quick delivery from warehouse to retailers' shelves. National food manufacturers (such as H. J. Heinz Company, Best Foods, Standard Brands, Kraft, Swift, Armour, Cudahy, Carr-Consolidated Biscuit Company, National Biscuit Company) maintain branch sales and warehouse facilities in Youngstown to service this convenient and profitable twenty-one-county wholesale market.

Fact No. 2

MANUFACTURERS' SALES BRANCHES' SALES



Manufacturers' food branches (with stocks) located in the Youngstown metropolitan area did a total sales volume in *1948 of $19,700,000. This volume was exceeded in Ohio only by the Cleveland, Cincinnati and Columbus metropolitan areas.

Fact No. 3

THE MEDIUM

Consistently for many years, the YOUNGSTOWN VINDICATOR has ranked within the first three newspapers in Ohio and within the first twenty-five newspapers in the United States in volume of retail grocery advertising. The VINDICATOR circulation daily and Sunday reaches almost everyone in the Youngstown metropolitan area, assuring a food manufacturer maximum coverage of this major food market at minimum cost.

Youngstown Vindicator

KELLY-SMITH CO., National Representatives

*Source: Department of Commerce.
†Sales Management: 1952 Survey of Buying Power.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 472)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Ironton	Lawrence	16.7	66	7	21	18	8
Jackson	Jackson	6.6	39	3	8	19	3
Kent	Portage	13.0	27	5	9	11	5
Kenton	Hardin	8.6	35	4	11	19	4
Lakewood	Cuyahoga	69.0	163	15	32	24	35
Lancaster	Fairfield	24.7	76	8	26	34	11
Lebanon	Warren	4.8	13	2	6	14	4
Lima	Allen	51.7	165	14	43	47	25
Lockland	Hamilton	5.9	29	4	2	6	4
Logan	Hocking	6.0	32	5	8	15	4
London	Madison	5.3	18	5	7	15	4
Lorain	Lorain	52.3	175	16	27	30	21
Mansfield	Richland	45.2	141	16	32	36	17
Marietta	Washington	16.3	64	8	18	25	8
Marion	Marion	34.7	102	14	23	32	7
Martins Ferry	Belmont	13.4	68	3	5	12	6
Massillon	Stark	30.7	112	10	16	32	9
Medina	Medina	5.3	17	5	8	11	3
Middletown	Butler	35.0	113	8	23	27	8
Mount Vernon	Knox	12.3	44	7	14	24	5
Napoleon	Henry	5.4	16	7	9	11	2
New Philadelphia	Tuscarawas	13.2	55	6	14	21	4
Newark	Licking	35.3	147	9	22	36	11
Niles	Trumbull	17.3	69	2	8	14	4
Norwalk	Huron	10.1	28	4	13	19	4
Norwood	Hamilton	35.8	125	9	25	17	22
Painesville	Lake	15.3	35	8	14	24	5
Piqua	Miami	18.0	62	10	19	18	6
Portsmouth	Scioto	37.2	177	14	32	30	17
Ravenna	Portage	10.3	36	6	8	18	5
Reading	Hamilton	8.1	30	5	4	9	2
Rocky River	Cuyahoga	11.5	27	1	6	2	4
Salem	Columbiana	13.0	46	7	8	23	5
Sandusky	Erie	30.2	98	9	28	26	16
Shaker Heights	Cuyahoga	28.9	28	2	9	8	9
Shelby	Richland	8.2	26	6	6	10	4
Sidney	Shelby	11.7	49	8	11	14	6
Springfield	Clark	80.7	278	15	51	41	36
Steubenville	Jefferson	36.2	144	11	29	27	12
Tiffin	Seneca	19.4	59	9	23	28	8
Toledo	Lucas	310.9	870	67	183	148	137
Troy	Miami	11.0	30	6	6	10	5
Urbana	Champaign	8.5	46	3	12	15	6
Van Wert	Van Wert	10.4	42	7	12	19	4
Warren	Trumbull	51.6	182	10	29	39	20
Washington Court House	Fayette	10.8	36	6	13	15	4
Wilmington	Clinton	7.6	28	5	10	12	4
Wooster	Wayne	14.4	39	5	13	18	6
Xenia	Greene	13.9	34	6	13	18	5
Youngstown	Mahoning	171.7	571	16	97	93	59
Zanesville	Muskingum	41.3	178	10	33	38	20

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Portage	F3		67.1	.0434	18.5	49,982	.0331	13,322	1,698	1,902	11,382	1,228		64,373	.0292	959	3,480	.0332	78
Ravenna-Kent			*23.3*	*.0150*	*6.2*	*31,487*	*.0208*	*9,158*	*1,256*	*1,273*	*6,528*	*1,004*	*	*29,046*	*.0132*	*1,247*	*4,685*	*.0158*	*106*
Ravenna			10.3	.0066	3.1	16,676	.0111	5,038	704	453	2,833	312	934	12,840	.0059	1,247	4,142	.0076	115
Kent			13.0	.0084	3.1	14,811	.0097	4,120	552	820	3,695	692	*	16,206	.0073	1,247	5,228	.0082	98
Preble	A6		28.0	.0180	8.3	19,689	.0130	4,639	749	728	4,051	385		31,777	.0144	1,135	3,829	.0147	82
Putnam	A3		25.6	.0166	7.1	21,067	.0139	4,046	1,103	1,248	4,134	308		33,138	.0151	1,294	4,667	.0150	90
Richland	D4		94.4	.0609	27.7	98,318	.0650	20,862	13,080	5,294	17,388	2,170		159,948	.0726	1,694	5,774	.0680	112
Mansfield			45.2	.0292	14.3	72,735	.0481	15,157	12,550	3,983	10,724	1,741	32,933	86,006	.0390	1,903	6,014	.0398	136
Shelby			8.2	.0053	2.6	13,089	.0087	3,584	224	545	2,585	292	870	14,809	.0068	1,806	5,696	.0071	134
Ross	C7		55.4	.0358	15.3	43,084	.0285	11,185	2,764	1,886	9,134	1,212		69,944	.0317	1,263	4,572	.0316	88
Chillicothe			20.5	.0132	6.5	34,619	.0229	8,489	2,466	1,691	7,772	1,076	*	34,081	.0154	1,662	5,243	.0172	130
Sandusky	C3		44.3	.0286	14.3	46,651	.0309	10,639	3,905	3,041	8,264	938		68,699	.0312	1,551	4,804	.0306	107
Fremont			16.9	.0109	5.4	27,202	.0180	6,240	3,195	2,292	5,046	580	*	31,062	.0141	1,838	5,752	.0146	134
Scioto	C8	181	83.5	.0539	24.1	67,610	.0447	17,505	8,490	3,879	12,360	1,714		98,760	.0448	1,183	4,098	.0486	86
△Portsmouth			37.2	.0241	11.6	55,285	.0366	11,728	7,944	3,666	11,012	1,586	25,162	57,688	.0262	1,551	4,973	.0289	120
Seneca	C3		54.3	.0350	15.8	54,040	.0357	12,213	4,930	2,536	10,303	1,293		85,939	.0390	1,583	5,439	.0372	106
Tiffin			19.4	.0125	5.8	25,364	.0168	6,161	2,960	1,454	5,760	645	9,776	35,037	.0159	1,806	6,041	.0155	124
1Fostoria			14.6	.0094	4.5	18,655	.0123	4,041	1,744	835	3,737	443	*	25,670	.0116	1,758	5,704	.0114	121
Shelby	A5		29.1	.0188	8.5	25,632	.0169	7,018	2,223	1,141	5,786	558		33,954	.0154	1,167	3,995	.0165	88
Sidney			11.7	.0076	3.7	16,655	.0110	4,462	1,989	867	4,034	483	*	14,585	.0066	1,247	3,942	.0081	107
Stark	F4	22	292.9	.1891	84.6	309,904	.2050	77,220	33,376	18,795	51,965	7,335		505,625	.2294	1,726	5,977	.2140	113
▲Canton			119.0	.0768	35.9	173,745	.1149	41,816	22,310	11,916	24,401	4,363	123,276	216,818	.0984	1,822	6,039	.0990	129
Massilon			30.7	.0198	9.1	45,625	.0302	12,404	4,774	2,153	8,431	870	*	51,527	.0234	1,678	5,662	.0247	125
Alliance			27.1	.0175	8.2	38,245	.0253	8,710	4,848	3,225	7,530	925	30,988	38,134	.0173	1,407	4,650	.0197	113

1 Fostoria is in Hancock, Seneca and Wood Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

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Canton, Ohio is a KEY Market



Total Effective Buying Income: $421,603,000

..and the key to it is the..

Key Facts: The compact Canton Metropolitan Area thrived abundantly in the 1940-1950 period. *For example:* retail sales are up 205% . . . wholesale trade is up 204% . . . population increased 20.5% . . . industrial wages gained 205% . . . 52 new plants were added . . . industrial employment advanced 65%.

One newspaper, the Repository, covers the Canton market—96.7% city zone coverage; 99.4% home delivered. No other newspaper gives you *merchandisable* coverage of this key market.

A Brush-Moore newspaper, represented nationally by Story, Brooks & Finley

A GREAT MARKET

Youngstown Metropolitan Area

POPULATION 1951:
541,600
34th in the nation

RETAIL SALES 1951:
$536,904,000
38th in the nation

EFFECTIVE BUYING INCOME 1951:
$893,055,000
34th in the nation

SOURCE: SM Survey of Buying Power 1952

YOUNGSTOWN, OHIO
WKBN

5000 watts 570 kc. CBS
REPRESENTED BY RAYMER

A *RADIO* TOWN!

Youngstown, Ohio

RADIO SETS-IN-USE:
morning 19.3
afternoon 26.2
evening 28.8

WKBN SHARE OF AUDIENCE:
morning 42.0
afternoon 41.3
evening 41.9

SOURCE: Report of C. E. Hooper, Inc. for Youngstown, Ohio, Dec. 1951-Jan. 1952

OHIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Summit	F3	1	423.4	.2733	124.9	464,543	.3071	120,714	73,563	19,398	91,770	12,608	.....	757,926	.3438	1,790	6,068	.3187	117
▲Akron	.....	.....	280.5	.1810	84.0	371,607	.2457	93,715	68,932	15,656	73,768	10,160	168,248	506,598	.2298	1,806	6,031	.2248	124
Barberton	.....	.....	29.0	.0188	8.5	34,155	.0226	9,916	2,527	1,540	6,797	1,110	11,540	51,450	.0234	1,774	6,053	.0222	118
Cuyahoga Falls	.....	.....	30.2	.0195	9.1	29,466	.0194	9,999	1,463	1,167	7,684	766	*	62,765	.0285	2,078	6,897	.0240	123
Trumbull	G3	162	164.2	.1060	46.5	135,072	.0893	38,376	11,312	6,143	23,940	2,964	.....	272,973	.1239	1,662	5,870	.1099	104
Warren	.....	.....	51.6	.0333	15.2	77,245	.0511	20,747	9,978	3,981	13,736	1,946	10,103	96,537	.0438	1,871	6,351	.0439	132
Miles	.....	.....	17.3	.0111	4.9	16,365	.0108	5,165	730	723	3,070	384	327	26,000	.0117	1,503	5,306	.0113	102
2Youngstown																			
Tuscarawas	F5	.....	71.5	.0461	21.6	61,795	.0409	16,679	5,990	3,179	12,365	1,577	.....	90,271	.0409	1,263	4,179	.0419	91
New Philadelphia	.....	.....	13.2	.0086	4.3	18,263	.0121	5,005	2,101	1,137	3,092	548	3,367	20,259	.0092	1,535	4,711	.0099	115
Dover	.....	.....	10.1	.0065	3.2	16,218	.0107	3,835	1,293	723	5,036	331	*	13,075	.0060	1,295	4,086	.0075	115
Union	C5	.....	21.1	.0136	6.3	17,002	.0112	3,322	555	480	3,291	356	.....	26,640	.0121	1,263	4,229	.0121	89
VanWert	A4	.....	27.5	.0178	8.7	27,079	.0179	6,384	1,869	1,134	5,156	509	.....	43,963	.0200	1,599	5,053	.0189	106
Van Wert	.....	.....	10.4	.0067	3.5	19,165	.0127	4,162	1,454	959	3,934	346	*	17,621	.0080	1,694	5,035	.0091	136
Vinton	D7	.....	10.8	.0070	2.9	3,935	.0026	1,635	56	120	408	69	.....	8,455	.0038	783	2,916	.0041	59
Warren	B7	.....	40.2	.0259	11.4	29,496	.0195	7,257	946	1,199	4,443	648	.....	37,925	.0172	943	3,327	.0196	76
Lebanon	.....	.....	4.8	.0031	1.5	12,266	.0081	1,859	172	346	2,829	251	*	5,601	.0025	1,167	3,734	.0043	139
Washington	F7	.....	44.3	.0286	13.6	33,889	.0225	8,390	3,462	1,914	6,028	748	.....	54,516	.0247	1,231	4,009	.0248	87
Marietta	.....	.....	16.3	.0105	5.2	25,751	.0170	6,101	2,588	1,757	5,560	667	10,401	25,797	.0117	1,583	4,961	.0130	124
Wayne	E4	.....	60.5	.0391	16.8	60,172	.0397	11,970	5,242	1,916	9,983	1,298	.....	80,246	.0364	1,326	4,777	.0379	97
Wooster	.....	.....	14.4	.0093	4.4	29,843	.0198	4,764	2,924	957	5,587	770	12,116	22,102	.0100	1,535	5,023	.0128	128
Williams	A2	.....	26.6	.0171	8.5	27,239	.0181	6,218	1,400	1,152	4,612	554	.....	32,734	.0149	1,231	3,851	.0163	95
Wood	B3	.....	61.3	.0396	17.4	47,506	.0314	12,912	4,156	1,468	10,587	1,114	.....	74,459	.0338	1,215	4,279	.0342	86
Bowling Green	.....	.....	12.4	.0080	2.7	17,267	.0114	3,955	2,714	452	3,423	424	1,961	20,812	.0095	1,678	7,708	.0098	123
1Fostoria																			
Wyandot	C4	.....	20.3	.0131	6.1	16,980	.0112	3,843	609	810	3,584	399	.....	28,242	.0128	1,391	4,630	.0124	95
Total Above Cities	.....	.....	4,678.5	3.0200	1,417.3	6,584,135	4.3536	1,588,667	940,648	342,718	1223,868	193,963	4,091,794	8,491,073	3.8524	1,815	5,991	3.8350	127
State Total	.....	.....	8,160.2	5.2673	2,411.5	8,346,170	5.5187	2,083,265	1,010,260	400,477	1498,915	232,070	.....	13,078,956	5.9339	1,603	5,424	5.6760	108
Per Capita Sales	.....	.....	.....	.....	.....	1,023	.....	255	124	49	184	28	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,461	.....	864	419	166	622	96	.....	.....	.....	.....	.....	.....	.....

1 Fostoria is in Hancock, Seneca and Wood Counties.
2 Youngstown is in Mahoning and Trumbull Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 35.
*Withheld to avoid disclosure.
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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

THIS *One* DOES IT IN *AKRON!*

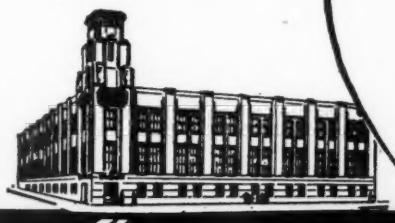




- **NO COSTLY DUPLICATION**
- **NO EXTRAS NEEDED**

The Beacon Journal is Akron's ONLY daily and Sunday newspaper. It's all you need for maximum coverage of the rich, free-spending Akron Market.

- **EVENING**
- **SUNDAY**



Quick Facts about Akron's Metropolitan Area:

- **Population 423,400***
- **Food Sales ...$120,714,000***
- **Automotive Sales $91,770,000***
- **1951 Effective Buying Income, per family $6,068***
- **Beacon Journal Home Coverage 99.5%**

*From Sales Management 1952 Survey of Buying Power.

John S. Knight, Publisher — Story Brooks & Finley, Rep.

Akron **BEACON JOURNAL**

Use the shortest route to a Billion Dollar Market

WBNS Radio is your short-cut to $1,092,295,000* worth of retail sales in Central Ohio. Yes, in 1951, food sales alone amounted to $250,212,000 and drug items to $29,514,000 in these rich 24 Central Ohio Counties dominated by WBNS.

Put your sales messages on the airway that provides the twenty top-rated programs, day and night. Latest Hooperatings show that WBNS has more listeners than ALL other Columbus stations combined. Contact John Blair or write.



WBNS

CBS RADIO
IN CENTRAL OHIO

POWER: WBNS 5000, WELD-FM 53,000 • COLUMBUS, OHIO

*Source, S.M. Survey of Buying Power 1952

OHIO — SM Standard Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Akron		1	423.4	.2733	124.9	464,543	.3071	120,714	73,563	19,398	91,770	12,608		757,926	.3438	1,790	6,068	.3187	117
Canton		22	292.9	.1891	84.8	309,904	.2050	77,220	33,376	18,795	51,965	7,335		505,625	.2294	1,728	5,977	.2140	113
Cincinnati		29	927.2	.5988	288.0	980,170	.6481	255,710	134,352	46,384	159,874	30,051		1,668,243	.7569	1,799	5,193	.6925	110
Cleveland		30	1,501.1	.9688	444.7	1,800,783	1.1907	477,925	269,623	87,495	298,714	58,539		2,823,475	1.2810	1,881	6,349	1.1915	123
Columbus		33	525.6	.3394	153.6	540,855	.3576	117,502	85,050	27,244	94,512	17,174		932,487	.4230	1,774	6,071	.3866	104
Dayton		37	478.4	.3087	139.4	502,454	.3322	120,599	71,663	23,135	85,063	18,006		841,218	.3818	1,758	6,035	.3523	114
Hamilton-Middletown		58	152.7	.0987	43.1	147,113	.0973	40,010	10,495	8,331	25,998	3,661		241,673	.1096	1,583	5,607	.1037	108
Lima		76	90.9	.0587	27.1	100,049	.0661	23,368	13,726	4,716	17,071	2,351		132,260	.0600	1,455	4,880	.0616	108
Lorain-Elyria		79	153.6	.0991	43.9	144,886	.0958	40,348	11,052	7,262	24,180	4,083		255,351	.1159	1,662	5,817	.1065	107
△Portsmouth		181	83.5	.0539	24.1	67,610	.0447	17,505	8,490	3,879	12,360	1,714		98,760	.0448	1,183	4,098	.0466	86
Springfield		140	114.7	.0741	34.3	115,964	.0767	28,194	12,826	8,188	22,250	3,644		185,191	.0841	1,615	5,399	.0799	108
Toledo		146	405.0	.2615	121.5	494,560	.3270	118,220	69,410	25,750	99,696	14,709		764,166	.3467	1,887	6,289	.3238	124
Wheeling (W.Va.)-Steubenville (Ohio)		154	357.5	.2307	102.4	290,848	.1923	84,240	32,401	17,340	45,232	7,038		486,356	.2206	1,360	4,750	.2142	93
Youngstown		162	541.6	.3496	151.3	536,904	.3551	142,746	61,740	27,038	97,082	12,199		893,055	.4051	1,697	5,755	.3790	113

OKLAHOMA — Counties and Cities —

(Other West South Central States: Arkansas, p. 196; Louisiana, p. 322; Texas, p. 546.)

Oklahoma state map—page 488 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Ada	Pontotoc	15.7	62	11	23	26	10
Altus	Jackson	9.6	39	6	9	19	6
Alva	Woods	6.6	17	6	9	15	3
Ardmore	Carter	17.7	82	8	13	26	12
Bartlesville	Washington	19.6	52	6	15	26	9
Blackwell	Kay	9.3	28	5	9	15	8
Chickasha	Grady	15.7	66	9	16	32	7
Clinton	Custer	7.5	28	4	11	19	5
Cushing	Payne	8.7	34	6	9	18	4
Duncan	Stephens	15.6	59	8	18	35	6
Durant	Bryan	10.3	45	8	13	24	4
El Reno	Canadian	11.0	35	5	11	17	5
Elk City	Beckham	8.0	23	7	11	20	4
Enid	Garfield	36.9	85	16	27	48	11
Guthrie	Logan	9.9	36	6	9	17	5
Guymon	Texas	4.8	9	4	6	8	2
Lawton	Comanche	38.3	99	9	21	44	19
McAlester	Pittsburg	17.7	73	12	19	29	12
Miami	Ottawa	11.7	56	8	13	22	5
Muskogee	Muskogee	37.9	167	13	28	52	20
Norman	Cleveland	28.7	37	11	15	20	15
Oklahoma City	Oklahoma	250.3	616	75	140	215	126
Okmulgee	Okmulgee	18.3	77	9	16	31	9
Pauls Valley	Garvin	6.9	26	6	11	13	5
Ponca City	Kay	20.6	48	6	14	30	10
Sapulpa	Creek	12.9	47	6	12	28	6
Seminole	Seminole	11.6	40	6	10	20	7
Shawnee	Pottawatomie	24.3	98	9	14	27	18
Stillwater	Payne	21.1	35	6	15	22	8
Tulsa	Tulsa	188.1	507	55	119	155	97
Woodward	Woodward	6.0	18	6	6	20	4

▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.

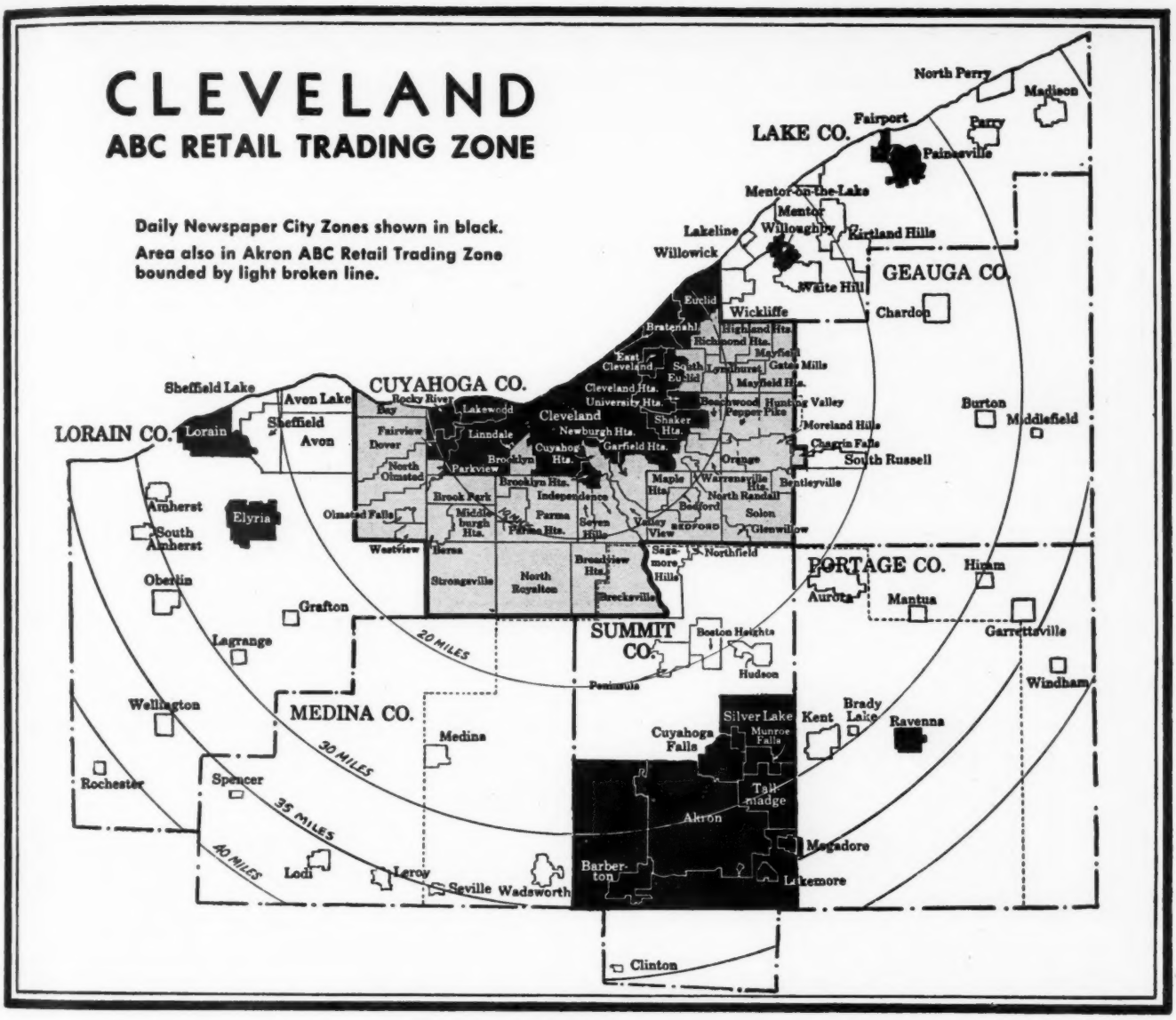
NOTE!

Page 492

Be sure to see Oklahoma's new multiple city listing Tri-City Area —Seminole, Wewoka and Holdenville. Get the facts on the

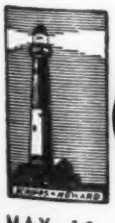
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ADA - ADA

Learn how to get the most for your advertising dollar in East Central Oklahoma.

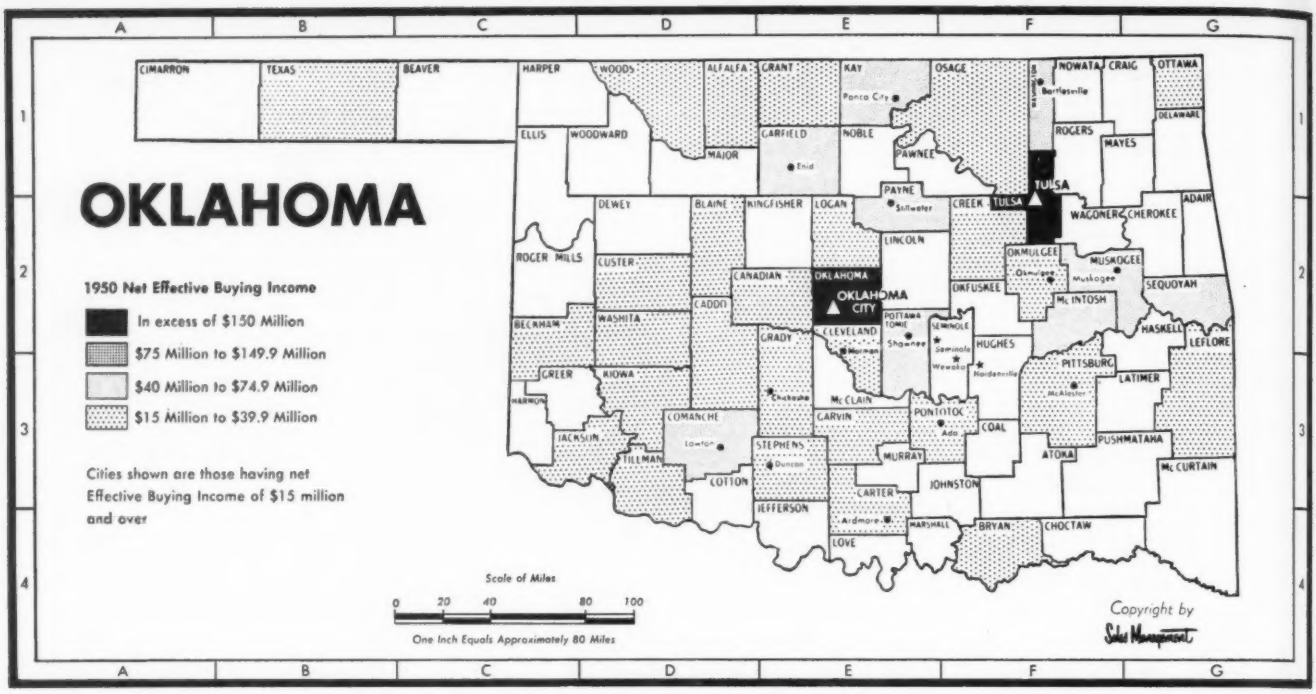


The Cleveland ABC Retail Trading Zone contains seven counties. One county . . . Cuyahoga . . . contains Cleveland and more than 50 suburbs, and has more buying power* than any of 23 states. That is why it deserves the kind of coverage given by

** Effective Buying Income*
Sales Management 5-10-52



The Cleveland Press



OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adair	G2	.....	14.8	.0096	4.0	4,063	.0027	1,159	408	147	625	226	.....	5,439	.0025	368	1,360	.0040	42
Alfalfa	D1	.....	10.5	.0067	3.5	8,270	.0055	2,033	329	186	1,474	473	.....	15,435	.0070	1,470	4,410	.0064	96
Atoka	F3	.....	13.9	.0090	3.8	5,691	.0037	1,649	605	286	1,513	54	.....	4,956	.0022	357	1,304	.0040	44
Beaver	C1	.....	7.4	.0048	2.2	4,152	.0028	942	125	72	850	50	.....	9,633	.0044	1,302	4,379	.0040	83
Beckham	C2	.....	21.9	.0141	7.0	20,712	.0137	4,793	2,323	793	4,617	634	.....	20,458	.0093	934	2,923	.0115	82
Elk City	.....	.....	8.0	.0052	2.6	10,670	.0071	2,202	1,659	419	2,563	310	*	8,485	.0038	1,061	3,263	.0051	98

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

IBM Cards used for this Survey available to YOU

By using only those cards conforming to your particular sales territory, you can conveniently apply the SALES MANAGEMENT *Survey of Buying Power* to your market areas. Through Market Statistics, Inc., the IBM Service Bureau will prepare these analyses for you quickly. Or if you have an installation of IBM Equipment, you can prepare them automatically right in your own office.

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For further information on how to use the *Survey of Buying Power* on IBM cards, write or phone Dr. Jay M. Gould, Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y. (Tel. Murray Hill 4-3559).

MARKET STATISTICS, INC.

Research Consultants to SALES MANAGEMENT

432 Fourth Avenue, New York 16, N. Y.

WKY

Oklahoma's FIRST Radio Station

FIRST

IN LENGTH OF SERVICE

During its 32 years of service to Oklahoma, WKY has built up a listener loyalty matched by few radio stations in America.

FIRST

IN COVERAGE

No other station in Oklahoma reaches as many Oklahoma homes as WKY. *336,280 DAYTIME FAMILIES . . . 291,121 NIGHTTIME FAMILIES!* *BMB Study No. 2, Spring, 1949

FIRST

IN AUDIENCE RATING

Year after year, Hooperatings have consistently given WKY top spot among Oklahoma City stations . . . and one of the top spots among all NBC stations.

WKY TV

Oklahoma's FIRST Television Station

In March, 1952, there were more than 121,000 TV sets in the WKY-TV listening area — and the number is going up every month! With live network television scheduled to come to WKY-TV by mid-year, set sales will continue to zoom upward. Set figures do not include distant cities like Wichita, Kansas, more than 165 airline miles from Oklahoma City, where newspapers publish WKY-TV schedules.

WKY AM TV

930 KC • NBC

CHANNEL 4 (968 FT. TOWER)

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.

OKLAHOMA CITY TIMES • THE DAILY OKLAHOMAN

THE FARMER-STOCKMAN

REPRESENTED BY THE KATZ AGENCY, INC.

OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Blaine	D2	.....	14.9	.0096	4.6	11,998	.0079	2,676	1,104	328	2,463	435	.....	15,954	.0072	1,071	3,468	.0078	81
Bryan	F4	.....	28.4	.0184	8.4	18,567	.0123	4,410	2,002	765	5,039	445	.....	16,688	.0076	588	1,987	.0111	60
Durant	.....	.....	10.3	.0066	3.2	14,722	.0097	2,861	1,591	623	4,838	346	4,263	8,546	.0039	830	2,671	.0062	94
Caddo	D2	.....	34.8	.0224	10.2	24,012	.0158	5,895	1,215	1,139	5,863	842	.....	32,509	.0147	934	3,187	.0165	74
Canadian	D2	.....	25.7	.0166	7.7	19,838	.0132	4,551	1,526	1,172	4,561	749	.....	26,979	.0123	1,050	3,504	.0133	80
El Reno	.....	.....	11.0	.0071	3.7	13,435	.0089	3,395	1,077	1,074	3,248	603	1,295	9,695	.0044	881	2,620	.0063	89
Carter	E3	.....	36.1	.0233	11.3	30,029	.0198	7,082	3,763	1,348	7,405	1,245	.....	31,063	.0141	860	2,749	.0178	76
Ardmore	.....	.....	17.9	.0115	6.0	23,111	.0153	4,527	3,053	1,120	6,285	982	10,593	21,930	.0100	1,225	3,655	.0119	104
Cherokee	G2	.....	18.9	.0122	4.9	6,539	.0043	2,079	563	263	1,410	248	.....	6,155	.0028	326	1,256	.0050	41
Choctaw	F4	.....	19.9	.0129	5.6	9,761	.0065	3,390	732	427	2,119	285	.....	8,780	.0039	441	1,568	.0065	60
Cimarron	A1	.....	4.8	.0031	1.4	4,597	.0030	830	75	70	900	49	.....	4,537	.0021	945	3,241	.0026	84
Cleveland	E2	.....	43.9	.0283	11.1	23,315	.0155	6,625	1,750	1,157	4,043	1,226	.....	29,950	.0136	682	2,698	.0171	60
Norman	.....	.....	28.7	.0186	6.9	21,369	.0141	5,998	1,719	1,085	3,853	1,099	*	16,864	.0076	588	2,444	.0117	63
Coal	F3	.....	7.8	.0050	2.1	2,937	.0019	991	596	69	449	51	.....	3,441	.0015	441	1,639	.0023	48
Comanche	D3	.....	57.9	.0374	16.1	49,028	.0324	9,957	4,213	2,387	16,500	1,350	.....	61,991	.0282	1,071	3,850	.0313	84
Lawton	.....	.....	38.3	.0247	12.0	44,505	.0294	8,423	4,184	2,278	15,785	1,221	*	47,452	.0216	1,239	3,954	.0245	99
Cotton	D3	.....	10.1	.0065	3.1	7,251	.0048	1,504	1,118	217	1,705	199	.....	9,968	.0045	987	3,215	.0050	77
Craig	G1	.....	18.2	.0118	4.8	9,534	.0063	2,023	1,308	438	1,900	307	.....	11,656	.0053	640	2,428	.0069	68
Creek	F2	.....	42.7	.0275	13.2	28,081	.0186	7,269	2,674	1,251	7,957	976	.....	38,529	.0175	902	2,919	.0198	72
Sapulpa	.....	.....	12.9	.0083	4.1	12,276	.0081	3,101	1,228	757	3,731	437	2,163	14,762	.0067	1,144	3,600	.0074	89
Custer	D2	.....	21.0	.0136	6.4	20,838	.0138	4,243	1,480	1,003	5,482	743	.....	22,714	.0103	1,082	3,549	.0120	88
Clinton	.....	.....	7.5	.0049	2.4	12,733	.0084	2,692	870	609	3,798	400	*	9,450	.0042	1,260	3,938	.0056	114
Delaware	G1	.....	14.6	.0094	4.2	3,150	.0020	1,034	322	82	587	113	.....	4,900	.0022	336	1,167	.0036	38
Dewey	D2	.....	8.7	.0056	2.6	5,364	.0036	1,328	460	171	914	249	.....	8,587	.0039	987	3,303	.0042	75
Ellis	C1	.....	7.3	.0047	2.3	5,133	.0034	1,266	224	101	1,507	155	.....	9,270	.0042	1,270	4,030	.0041	87
Garfield	E1	.....	54.3	.0350	16.8	60,728	.0401	9,816	8,065	2,517	13,013	2,318	.....	75,821	.0344	1,398	4,513	.0362	163
Enid	.....	.....	36.9	.0238	12.1	55,299	.0366	8,727	7,987	2,343	12,526	2,156	60,753	56,559	.0257	1,533	4,674	.0286	120
Garvin	E3	.....	29.6	.0191	8.7	21,070	.0140	4,778	1,479	1,104	4,894	690	.....	19,574	.0089	661	2,250	.0125	65
Pauls Valley	.....	.....	6.9	.0044	2.2	10,977	.0073	2,411	901	604	3,147	333	6,054	5,793	.0026	840	2,633	.0044	100
Grady	E2	.....	34.7	.0224	10.6	25,956	.0171	5,776	3,335	1,357	6,233	945	.....	29,860	.0135	861	2,817	.0164	73
Chickasha	.....	.....	15.7	.0102	5.1	20,188	.0133	4,071	2,833	1,102	5,216	721	*	16,810	.0077	1,071	3,296	.0099	97
Grant	E1	.....	10.4	.0067	3.3	6,954	.0046	1,634	310	306	1,098	316	.....	15,174	.0069	1,459	4,598	.0062	93
Greer	C3	.....	11.6	.0075	3.5	8,464	.0056	2,532	394	498	1,577	296	.....	10,467	.0048	902	2,991	.0056	75
Harmon	C3	.....	8.0	.0052	2.4	6,115	.0041	1,255	689	196	1,454	212	.....	7,394	.0033	924	3,081	.0039	75
Harper	C1	.....	6.0	.0038	1.8	5,069	.0033	976	261	198	1,441	202	.....	6,550	.0030	1,092	3,639	.0033	87
Haskell	G2	.....	13.2	.0086	3.5	4,787	.0032	927	945	130	903	78	.....	4,851	.0022	368	1,386	.0038	44
Hughes	F2	.....	20.2	.0130	5.9	12,142	.0080	3,387	1,425	814	2,520	433	.....	12,936	.0059	640	2,193	.0080	62
See Seminole-Wewoka-Holdenville																			
Jackson	D3	.....	19.9	.0128	6.3	17,827	.0118	3,738	1,391	786	3,698	550	.....	16,926	.0076	851	2,687	.0099	77
Altus	.....	.....	9.6	.0062	3.3	14,283	.0095	2,909	1,238	589	3,510	423	*	9,972	.0045	1,039	3,022	.0063	102
Jefferson	E4	.....	10.9	.0071	3.3	6,837	.0045	1,780	323	714	1,047	261	.....	7,437	.0034	682	2,254	.0045	63
Johnston	F3	.....	10.5	.0068	2.9	3,197	.0021	1,347	264	143	398	168	.....	3,859	.0018	368	1,331	.0029	43
Kay	E1	.....	49.7	.0320	16.0	44,307	.0293	10,384	3,279	2,681	11,371	2,070	.....	63,112	.0286	1,270	3,945	.0295	92
Ponca City	.....	.....	20.6	.0133	6.8	26,150	.0173	5,723	2,179	1,840	6,906	1,052	4,068	33,094	.0150	1,607	4,867	.0153	115
Blackwell	.....	.....	9.3	.0060	3.1	11,285	.0074	2,841	763	591	3,066	575	3,349	10,836	.0049	1,165	3,495	.0059	98
Kingfisher	E2	.....	12.8	.0083	4.0	13,409	.0089	2,445	538	413	2,640	466	.....	15,042	.0068	1,175	3,761	.0077	93
Kiowa	D3	.....	18.9	.0122	5.9	16,692	.0110	3,275	1,634	654	3,376	730	.....	16,264	.0074	861	2,757	.0094	77
Latimer	G3	.....	9.5	.0061	2.6	3,072	.0021	924	432	147	527	100	.....	3,795	.0017	399	1,460	.0027	44
Le Flore	G2	.....	34.7	.0224	9.8	14,304	.0094	4,112	2,724	636	3,255	392	.....	15,309	.0070	441	1,562	.0108	48
Lincoln	E2	.....	21.8	.0141	6.7	14,261	.0095	3,835	903	614	3,417	408	.....	14,178	.0064	650	2,116	.0089	63
Logan	E2	.....	22.0	.0142	6.8	15,822	.0104	3,850	1,755	793	3,626	545	.....	22,634	.0103	1,029	3,329	.0111	79
Guthrie	.....	.....	9.9	.0063	3.2	11,930	.0079	2,493	1,643	697	3,133	395	*	13,094	.0060	1,323	4,092	.0066	105
Love	E4	.....	7.6	.0049	2.0	3,110	.0021	967	328	96	703	126	.....	3,429	.0015	451	1,715	.0024	49
McClain	E3	.....	14.4	.0093	4.2	7,490	.0049	2,232	489	532	1,533	327	.....	7,859	.0036	546	1,871	.0051	55

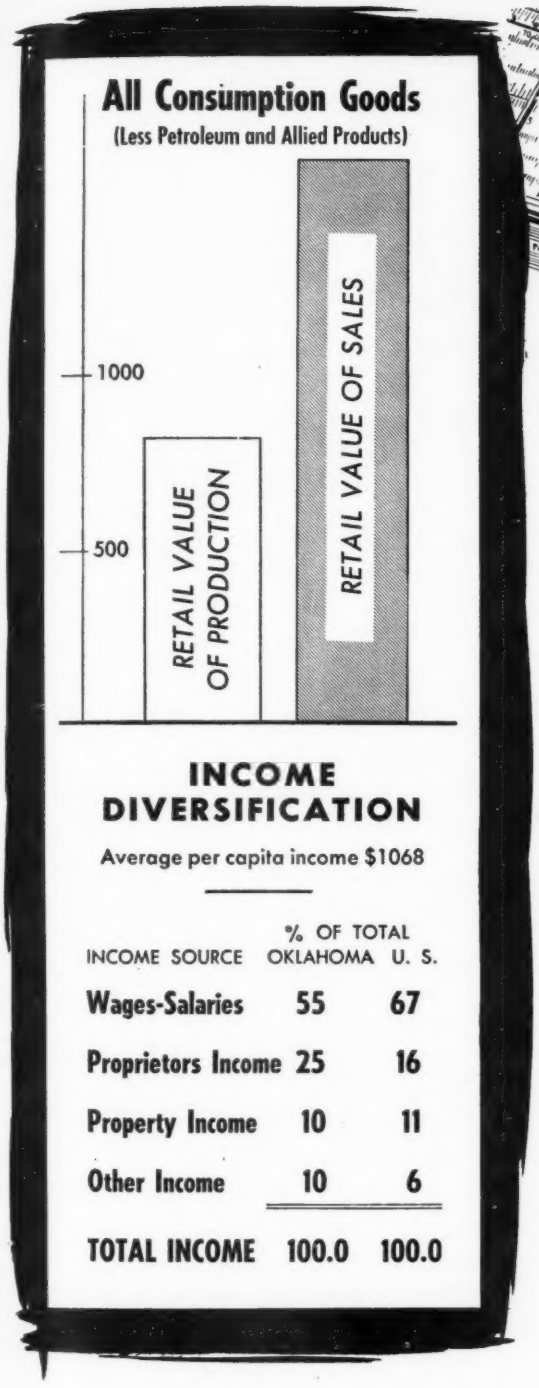
*Withheld to avoid disclosure.

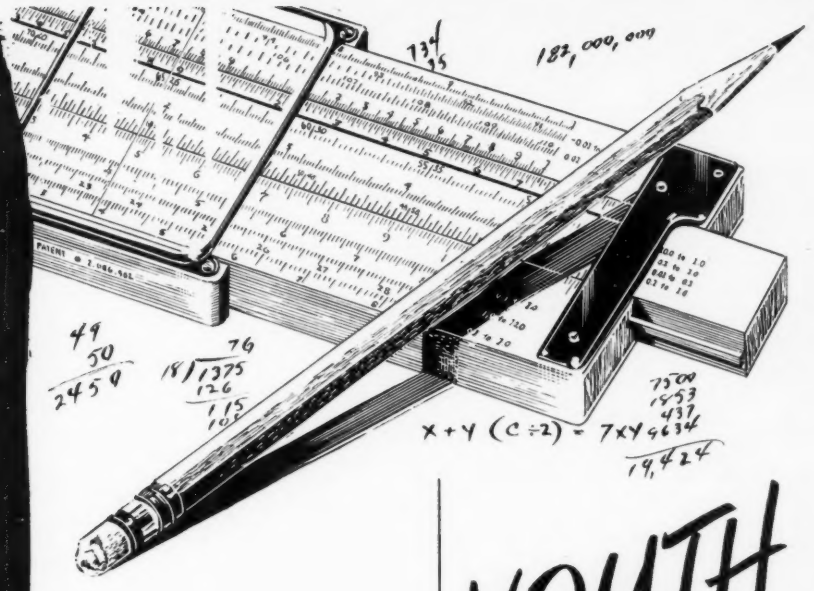
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Before using these figures, see explanation page 15.

NOTE PAGE 492

Be sure to see Oklahoma's new multiple city listing—Tri City Area—Seminole, Wewoka and Holdenville





MEASURE YOUTH OKLAHOMA'S GROWTH

Forty-five years **young** — right in the prime of life — that's modern, progressive Oklahoma — America's last business frontier! Investigate **your** potential opportunity in youthful Oklahoma. Compare the rapid progress and development that Oklahoma's made in industry, commerce and agriculture for forty-five years with the record made by any other state in the nation. However you decide to measure **young** Oklahoma, the result will be the same . . . outstanding gains in all phases of economic development.

Businessmen from North, South, East and West are taking advantage of the significant potential market for manufacturing establishments in Oklahoma. Within 500 miles of central Oklahoma, there are 37 million people with an income of 42 billion dollars and retail sales of 29 billion dollars. Individual income with more varied sources than the national average offers you diversified buying power for your products made in Oklahoma. Measure **young** Oklahoma's forty-five year record of achievement . . . then join us for your own individual future.

Send for a complete "*confidential*" survey report relating to your own business which will be promptly prepared by the Oklahoma Planning and Resources Board.

OKLAHOMA
PLANNING AND RESOURCES BOARD
Write to — Jack Boyd
State Capitol Bldg.
Oklahoma City, Oklahoma

Make More Money IN OKLAHOMA

Are You Getting Your Money's Worth?

Did you know that the combined circulation of the five daily newspapers in the TWINS COVERAGE AREA is 33,871*?

A 100" ad in each of these five papers costs you $427.00*?

The Twins cover 90,620 radio homes in their area and at the Twins low, low combination rate you can buy

70 class A spot announcements at	$431.80
104 class B spot announcements at	$449.80
22 Qr. Hr. class A programs at	$440.00
30 Qr. Hr. class B programs at	$417.75

YOU BE THE JUDGE!

* 1951 Editor and Pubisher

The TWINS KADA KWSH

ADA

TRI-CITY

Note Multiple City Listing Below

Wewoka, Seminole, Holdenville

Affiliated With ABC—Oklahoma Network

Represented by THE O. L. TAYLOR CO.



OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
McCurtain	G3		31.1	.0201	8.5	12,495	.0083	4,586	1,819	380	1,711	390		10,779	.0049	347	1,268	.0090	45
McIntosh	F2		17.5	.0113	4.7	6,969	.0046	1,866	760	208	1,140	237		7,355	.0033	420	1,565	.0053	47
Major	D1		10.4	.0067	3.2	6,690	.0044	1,324	238	247	1,250	149		11,787	.0054	1,133	3,683	.0054	81
Marshall	E4		8.0	.0052	2.4	4,143	.0028	1,174	530	197	726	175		3,609	.0016	451	1,504	.0027	52
Mayes	F1		19.5	.0125	5.7	9,279	.0061	2,374	873	309	1,808	261		6,953	.0032	357	1,220	.0059	47
Murray	E3		10.7	.0069	3.3	6,941	.0046	1,091	426	251	2,308	264		6,063	.0027	567	1,837	.0041	59
Muskogee	F2		66.1	.0427	19.7	46,968	.0310	10,315	6,880	1,920	9,202	2,111		74,259	.0337	1,123	3,769	.0347	81
Muskogee			37.9	.0245	12.4	40,809	.0270	8,676	5,424	1,855	8,935	1,799	24,920	49,334	.0223	1,302	3,979	.0241	98
Noble	E1		12.1	.0078	3.9	9,875	.0066	2,241	504	494	1,467	242		12,196	.0055	1,008	3,127	.0063	81
Nowata	F1		12.7	.0082	3.9	6,755	.0044	1,605	499	378	1,382	183		7,728	.0035	609	1,982	.0047	57
Okfuskee	F2		16.5	.0107	4.7	7,788	.0052	1,966	722	113	1,736	235		9,351	.0043	567	1,990	.0059	55
Oklahoma	E2	99	337.1	.2176	107.7	380,116	.2513	71,484	55,226	22,275	89,623	14,236		527,103	.2391	1,564	4,894	.2385	110
▲Oklahoma City			250.3	.1616	82.6	346,775	.2293	61,259	53,859	21,412	85,660	13,024	298,603	438,743	.1991	1,753	5,312	.2006	124
Okmulgee	F2		44.4	.0286	13.3	29,493	.0195	7,633	3,080	1,378	7,600	926		38,206	.0174	860	2,873	.0203	71
Okmulgee			18.3	.0118	5.9	17,837	.0118	3,853	2,165	957	4,920	520	3,755	18,628	.0084	1,018	3,157	.0101	86
Osage	F1		32.9	.0213	10.0	17,930	.0119	4,891	1,627	712	5,059	705		34,176	.0155	1,039	3,418	.0156	73
Ottawa	G1		31.9	.0206	10.1	23,820	.0157	6,418	2,509	1,310	5,924	787		22,430	.0101	703	2,221	.0139	67
Miami			11.7	.0075	4.0	16,684	.0110	3,331	2,141	1,190	5,552	455	2,522	8,716	.0040	745	2,179	.0068	91
Pawnee	E1		13.4	.0086	4.1	7,403	.0049	2,081	559	315	1,387	311		8,714	.0040	650	2,125	.0052	80
Payne	E2		48.2	.0311	13.8	33,478	.0222	8,464	2,998	1,480	7,826	1,087		44,549	.0202	924	3,228	.0230	74
Stillwater			21.1	.0137	5.1	19,753	.0131	4,818	1,597	933	4,245	600	*	21,918	.0099	1,039	4,298	.0116	85
Cushing			8.7	.0056	3.0	10,991	.0072	2,548	1,327	450	3,355	323	4,917	7,035	.0032	809	2,345	.0049	88
Pittsburg	F3		40.7	.0263	11.6	28,387	.0187	7,307	3,925	1,284	6,721	1,050		31,171	.0141	766	2,687	.0179	88
McAlester			17.9	.0115	5.2	22,520	.0149	4,627	3,133	1,145	6,411	843	9,730	19,691	.0090	1,100	3,787	.0113	98
Pontotoc	E3		30.4	.0196	9.3	27,871	.0185	5,540	2,934	1,382	10,520	836		30,307	.0138	997	3,259	.0164	84
Ada			16.0	.0103	5.2	24,660	.0163	4,305	2,704	1,365	10,111	653	*	18,451	.0083	1,153	3,548	.0111	106
Pottawatomie	E2		43.4	.0280	13.2	35,797	.0236	7,481	4,509	1,906	8,278	1,524		44,650	.0203	1,029	3,383	.0228	81
Shawnee			24.3	.0157	7.5	30,116	.0200	5,723	3,967	1,568	7,981	1,312	9,740	31,897	.0145	1,313	4,253	.0164	104
Pushmataha	F3		11.7	.0076	3.4	4,928	.0033	1,759	726	229	1,098	178		4,172	.0018	357	1,227	.0034	45
Roger Mills	C2		7.3	.0047	2.2	3,014	.0020	726	416	52	612	72		6,820	.0031	934	3,100	.0031	86
Rogers	F1		19.7	.0127	5.8	10,158	.0067	2,796	1,261	356	1,880	339		11,163	.0051	567	1,925	.0071	56
Seminole	F2		39.8	.0257	11.4	29,038	.0192	6,510	1,597	1,761	9,850	1,193		41,343	.0188	1,039	3,627	.0203	79
Seminole-Wewoka-Holdenville			*24.9*	*.0160*	*7.6*	*33,232*	*.0213*	*6,376*	*2,177*	*2,343*	*10,806*	*1,260*	*14,280*	*26,133*	*.0119*	*1,050*	*3,439*	*.0155*	97
Seminole			12.0	.0077	3.7	15,594	.0103	2,654	847	1,006	6,201	503	11,017	13,633	.0062	1,136	3,685	.0077	103

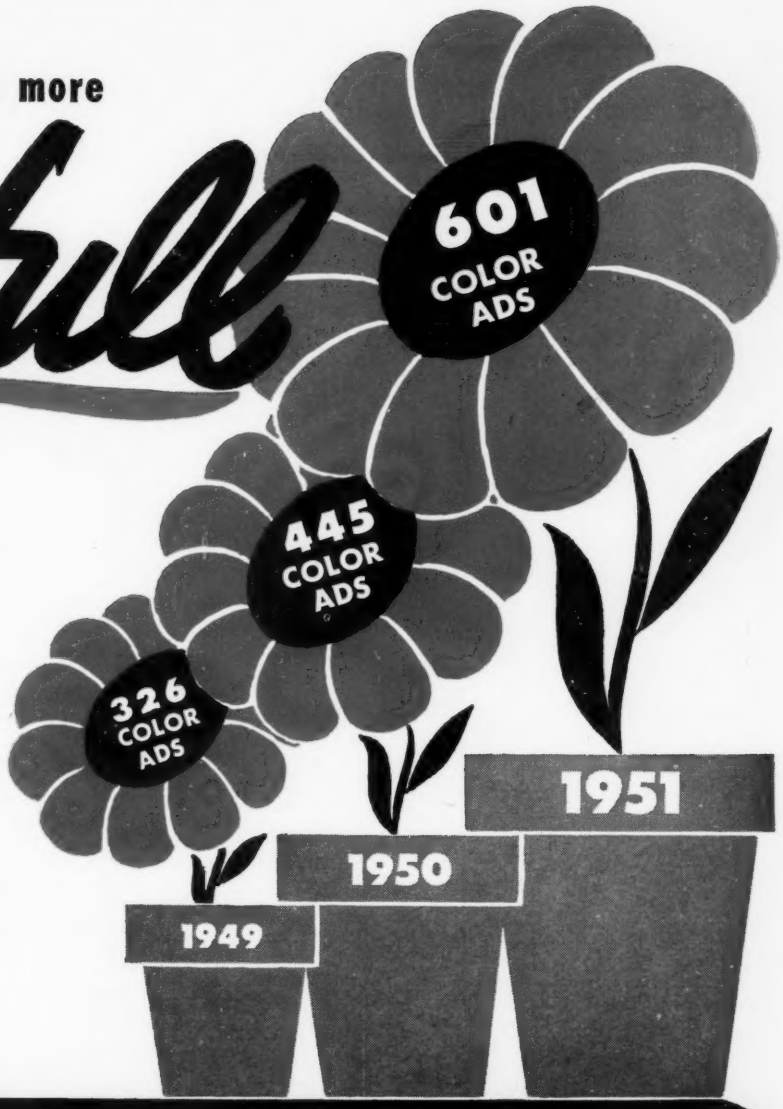
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

© SM, 1952

Every year we're growing more

Colorful



Sky's the limit in '52

From 326 ads in 1949 to 601 ads in 1951 . . . that's how advertisers have been increasing the selling power of their advertising in the Oklahoman and Times with R.O.P. color.

With a brand new press especially designed to print news-color and more pages of it — a 12-unit Goss "Headliner" — the Oklahoman and Times now have unsurpassed facilities to meet the growing demand of advertisers for 1, 2 and 3 colors in their daily and Sunday R.O.P. advertising.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

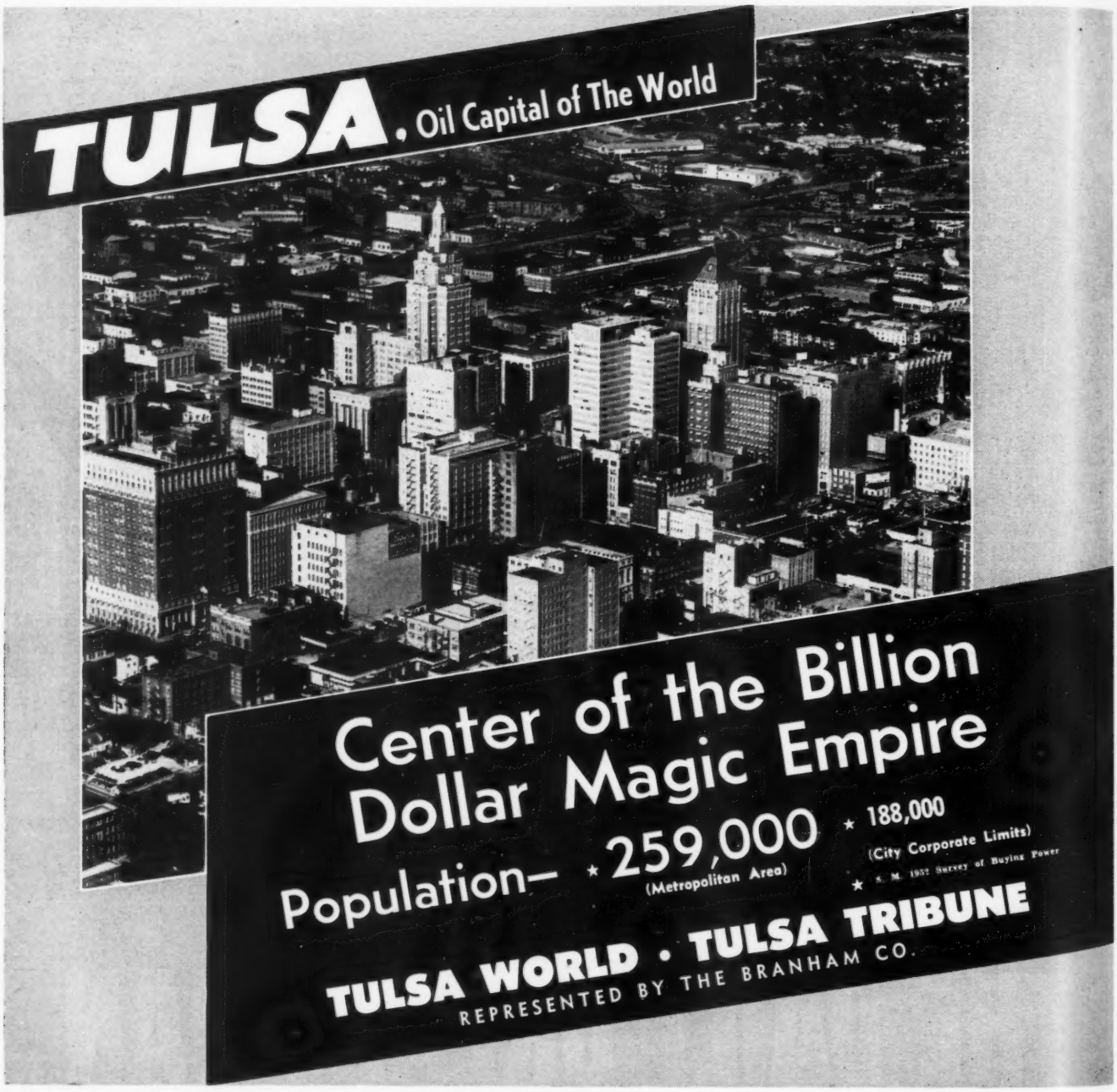


The Only Sunday Magazine in a Market of 2 Million

No outside Sunday supplement touches so much as 2% of the Oklahoma market. The Sunday Magazine of the Daily Oklahoman is read in an average of 3 out of 4 urban homes in the greater Oklahoma City market.

BIGGEST SUNDAY CIRCULATION in the Southwest

THE OKLAHOMA PUBLISHING CO.
THE FARMER-STOCKMAN
WKY • WKY-TV, OKLAHOMA CITY
Represented by THE KATZ AGENCY, INC.



OKLAHOMA — (Continued)

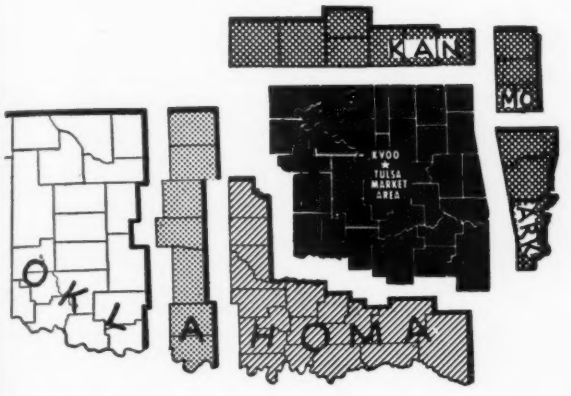
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sequoyah	G2	.....	19.5	.0126	5.0	4,985	.0033	1,397	958	243	431	180	.....	5,321	.0024	273	1,064	.0047	37
Stephens	E3	.....	34.7	.0224	10.7	30,501	.0202	7,635	3,195	1,490	6,988	994	.....	30,586	.0139	881	2,859	.0175	79
Duncan	.....	.....	15.6	.0101	5.0	22,184	.0146	5,333	2,640	1,141	5,644	726	*	17,199	.0078	1,103	3,440	.0103	102
Texas	B1	.....	15.1	.0097	4.5	16,111	.0106	3,135	641	616	3,776	644	.....	20,603	.0093	1,364	4,578	.0098	101
Guymon	.....	.....	4.8	.0031	1.5	10,810	.0071	1,624	480	459	2,932	259	*	5,794	.0026	1,207	3,863	.0041	132
Tillman	D3	.....	17.3	.0112	5.3	14,944	.0099	3,373	1,073	806	3,243	548	.....	15,077	.0068	872	2,845	.0086	77
Tulsa	F2	149	259.0	.1672	82.3	296,120	.1958	60,950	38,940	17,098	71,331	9,774	.....	424,070	.1924	1,637	5,153	.1884	113
▲Tulsa	.....	.....	188.1	.1214	61.9	268,095	.1773	52,284	36,954	15,867	66,220	9,063	190,055	337,582	.1532	1,795	5,454	.1541	127

▲ and △ See end of state for Standard Metropolitan County Areas. © SM, 1952. *Withheld to avoid disclosure. Before using these figures, see explanation page 35.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The KVOO Market is the No. 1 Market in Oklahoma



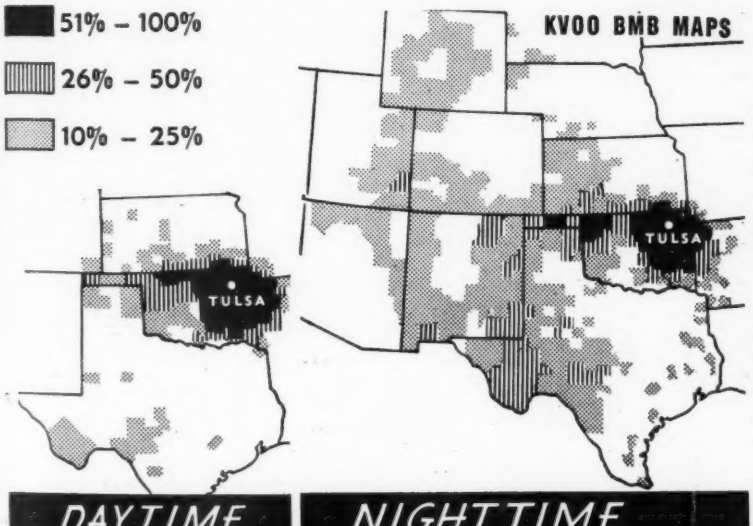
Population figures from preliminary release of 1950 Census. Retail Sales and Effective Buying Income from Sales Management Survey of Buying Power. Other figures from Research Department of Tulsa Chamber of Commerce.

	Tulsa and N. E. Okla. 30 Counties	47 Okla. Counties	54 Okla. Counties	N. E. Okla. 30 Cos. Plus 14 Cos. of Kans., Mo., Ark.*
PERCENT OF 77 COUNTY OKLA. LAND AREA	34.8%	54.3%	63.8%	
POPULATION % OF OKLA.	46.6	75.8	84.0	70.6%
RETAIL SALES % OF OKLA.	43.5	75.2	84.4	72.0%
EFFECTIVE BUYING INCOME % OF OKLA.	43.8	74.4	82.9	67.2%
BANK DEPOSITS % OF OKLA.	48.0	75.8	85.5	

*Percent is of total Oklahoma figure for 77 counties.

Only KVOO *Blankets* This Rich Market

Yes, KVOO, alone, blankets Oklahoma's richest No. 1 market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 51-100% BMB daytime area. In the 30 county area, are concentrated 58% of Oklahoma's Industrial Wage earners receiving 61% of the state industrial payroll. Tulsa is the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining home offices there than in any other city. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests. KVOO maintains one of the Southwest's oldest and most complete Farm Departments.



KVOO INTENSITY OF COVERAGE

1949 KVOO BMB DAYTIME

Counties with:	No. of Counties	1949 BMB Radio Families	BMB-KVOO Total Weekly Families*	%	KVOO 6 or 7 Audience**	%
51-100%	49	381,660	317,650	83.2	230,090	60.3
26- 50%	28	139,470	50,990	36.6	20,360	14.6
10- 25%	69	284,560	42,740	15.0	13,660	4.8
Total	146	805,690	411,380		264,110	

1949 KVOO BMB NIGHTTIME

51-100%	40	316,780	258,640	78.0	148,830	47.0
26- 50%	60	238,940	86,970	36.4	25,820	10.8
10- 25%	210	723,480	110,310	15.2	28,570	3.9
Total	310	1,279,200	455,920		203,220	

*Families in counties in which 10% or more of the 1949 radio families listen to KVOO.

**Families among 1949 radio families listening to KVOO 6 or 7 days (or nights) a week.

STATION INFORMATION: 1170 clear channel full-time 50,000 Watts day and night. Standard and World transcription library, U.P. news. Operating time: 6 days a week, 5:25 a.m. to 2:30 a.m. Sundays; 7:30 a.m. to 2:30 a.m. Owned and operated by Southwestern Sales Corp. Philtwoer, Tulsa 3, Okla. Wm. B. Way, General Manager; Gustav Brandborg, Assistant General and Commercial Manager. NBC Affiliate.

HOOPER RATING IN TULSA (January, 1952)

	KVOO	Station B	Station C	Station D*	Station E	Station F
Morning	22.7	25.1	24.5	14.4	5.0	7.0
Afternoon	40.1	24.1	10.7	14.2	10.0	3.7
(Sun. Aft.)	27.8	22.0	8.2	23.6	10.9	3.3
Night	39.5	31.2	17.3	*	6.3	8.5

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



VOICES THAT *SELL* . . .
IN TWO MAJOR MARKETS!

* Tap the billion-dollar buying power of Tulsa and Northeastern Oklahoma—PLUS Western Arkansas' rich Shopping Center, with . . .
* ONE OPERATION * ONE NETWORK—CBS
* ONE REPRESENTATIVE (Avery-Knodel, Inc.)

KTUL-KFPW
TULSA FORT SMITH

JOHN ESAU, Vice President-General Manager
Affiliated with KOMA, OKLAHOMA CITY

OKLAHOMA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Wagoner	F2		16.5	.0106	4.6	6,741	.0045	1,885	465	254	952	297		8,841	.0040	536	1,922	.0055	52
Washington	F1		33.5	.0217	10.7	31,360	.0207	7,570	3,102	1,481	6,698	1,305		52,750	.0240	1,575	4,930	.0226	104
Bartlesville			19.6	.0127	6.4	27,962	.0185	5,887	2,659	1,376	6,450	1,111	*	35,391	.0160	1,806	5,530	.0161	127
Washita	D2		17.4	.0112	5.3	10,562	.0070	2,133	1,152	444	2,048	378		18,629	.0084	1,071	3,515	.0085	76
Woods	D1		14.7	.0095	4.7	15,002	.0099	2,378	898	887	3,958	511		16,661	.0076	1,133	3,545	.0087	92
Alva			6.6	.0042	2.1	11,696	.0077	1,774	773	791	2,848	338	*	8,520	.0039	1,291	4,057	.0051	121
Woodward	D1		14.3	.0092	4.1	13,732	.0091	3,038	1,110	307	4,350	543		14,256	.0065	997	3,477	.0078	85
Woodward			6.0	.0039	1.9	11,898	.0079	2,573	940	264	3,956	414	*	6,615	.0030	1,103	3,482	.0047	121
Total Above Cities			902.4	.5824	290.1	1,201,317	.7943	233,643	154,535	67,510	313,035	42,996	647,797	1,322,489	.6000	1,466	4,559	.6547	112
State Total			2,252.4	1.4538	680.6	1,823,868	1.2060	402,823	206,030	91,764	431,490	65,400		2,373,741	1.0770	1,054	3,488	1.1910	82
Per Capita Sales						810		179	91	41	192	29							
Per Family Sales						2,680		592	303	135	634	96							

OKLAHOMA — SM Standard Metropolitan County Areas

Oklahoma City		99	337.1	.2176	107.7	390,116	.2513	71,484	55,226	22,275	89,623	14,236		527,103	.2391	1,564	4,894	.2385	110
Tulsa		149	259.0	.1673	82.3	296,120	.1958	60,950	38,940	17,098	71,331	9,774		424,070	.1924	1,637	5,153	.1884	113

OREGON — Counties and Cities — (Other Pacific States: California, p. 200; Washington, p. 593.)

Oregon state map—page 501 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Albany	Linn	10.9	30	10	17	18	5
Astoria	Clatsop	15.6	41	8	12	17	5
Baker	Baker	9.3	29	6	9	17	5
Bend	Deschutes	11.6	36	5	13	20	5
Coos Bay	Coos	6.2	25	4	11	17	6
Corvallis	Benton	17.5	28	6	10	21	5
Eugene	Lane	37.2	99	17	36	38	16
Grants Pass	Josephine	8.6	25	7	11	19	6
Hillsboro	Washington	5.5	16	5	6	17	4
Klamath Falls	Klamath	16.1	52	12	25	30	11
La Grande	Union	8.7	34	7	10	12	7
Lebanon	Linn	6.3	19	5	11	11	3
McMinnville	Yamhill	6.8	16	6	8	16	5
Medford	Jackson	18.5	46	8	25	28	7
Ontario	Malheur	4.6	13	4	6	10	4
Oregon City	Clackamas	8.2	40	10	6	15	6
Pendleton	Umatilla	12.6	28	5	9	18	7
Portland	Multnomah	383.7	1,007	127	232	218	174
Redmond	Deschutes	3.0	8	4	7	10	3
Roseburg	Douglas	9.3	23	7	14	18	5
Salem	Marion	45.1	107	17	37	51	14
The Dalles	Wasco	7.9	25	4	11	13	7
Tillamook	Tillamook	3.9	13	3	4	14	4

Baker	F2		16.0	.0102	5.2	19,367	.0128	4,169	2,263	800	5,777	564		20,028	.0091	1,252	3,852	.0103	101
Baker			9.3	.0060	3.0	16,907	.0112	3,454	1,819	655	5,456	481	4,021	11,906	.0054	1,280	3,969	.0072	120
Benton	B2		34.1	.0220	9.7	29,898	.0198	6,684	3,108	1,447	7,543	595		42,686	.0194	1,252	4,401	.0200	91
Corvallis			17.5	.0113	4.7	25,697	.0170	4,764	2,632	1,315	7,319	429	*	26,683	.0121	1,525	5,677	.0134	119
Clackamas	B2	108	92.3	.0596	29.2	59,299	.0392	15,681	3,126	3,027	13,252	1,724		110,192	.0499	1,194	3,774	.0485	81
Oregon City			8.2	.0053	2.8	21,768	.0144	4,647	1,545	1,925	7,013	776	*	11,085	.0050	1,352	3,959	.0079	140
Clatsop	A1		36.7	.0237	12.2	43,078	.0285	12,177	2,344	1,754	8,258	910		55,956	.0254	1,525	4,587	.0260	110
Astoria			15.6	.0101	5.5	29,327	.0194	6,416	2,009	1,458	7,559	553	*	24,904	.0113	1,596	4,528	.0135	134
Columbia	B1		23.4	.0151	7.4	19,437	.0128	6,976	1,066	983	3,857	464		19,183	.0087	820	2,592	.0112	74
Coos	A4		43.4	.0280	14.1	53,626	.0355	13,682	4,017	3,333	11,609	1,183		54,924	.0250	1,266	3,895	.0288	103
Coos Bay-North Bend			*12.4*	*.0080*	*4.3*	*31,357*	*.0207*	*6,516*	*2,884*	*2,069*	*7,452*	*624*	*	*19,170*	*.0087*	*1,546*	*4,458*	*.0122*	*159*
Coos Bay			6.2	.0040	2.1	24,364	.0161	4,414	2,314	1,420	7,165	494	*	9,629	.0044	1,553	4,585	.0078	195

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Sales facts



to help you evaluate the Oregon Market more profitably

The Oregon Market (all Oregon and 7 Southwestern Washington counties) is a compact buying unit of 1,827,100 consumers located within the primary sales influence of Portland, the Oregon Market's retail and wholesale center. Here is full market *buying power* . . . and here is where you get the full market *selling power* of The Oregonian.

FAMILY BUYING POWER IN PORTLAND

Portland families account for the first 1/3 of your full Oregon Market Retail Sales Opportunity.

OREGONIAN SELLING POWER IN PORTLAND. The Oregonian gives you *selling power leadership with greatest circulation in City & RTZ.* Plus—thousands more daily carrier-delivered than the 2nd paper in Portland, where 80% of daily circulations are in this important at-home classification.

TOTAL OREGON MARKET BUYING POWER

Add the other 2/3 outside Portland for your 100% Oregon Market sales opportunity.

TOTAL OREGONIAN SELLING POWER

The Oregonian gives you *full selling power throughout all the Oregon Market* with largest circulation of any Northwest newspaper. That's why *Safeway* . . . the largest food retailer in the Oregon Market . . . selected The Oregonian exclusively for its 30-standard-page 25th anniversary newspaper section — the largest food promotion in Northwest history. *You sell in almost 20% more homes when you sell with The Oregonian!*

Be FIRST in PORTLAND and FIRST in the FULL OREGON MARKET with

the Oregonian
PORTLAND, OREGON
Largest Circulation in the Pacific Northwest
222,562 Daily 278,376 Sunday

Represented Nationally by MOLONEY, REGAN AND SCHMITT, INC.

KGW

NBC AFFILIATE

THE *People's Choice* IN PORTLAND, OREGON



1,246,540 active, young-minded Westerners comprise KGW's market in 12 big prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

Here's a pioneer station with long-time listener loyalty capable of pulling quick consumer response for any alert advertiser who is interested in getting results!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

OREGON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Crook	D3		9.5	.0062	2.7	7,665	.0050	2,215	270	360	1,252	239	.....	6,696	.0030	705	2,480	.0042	68
Curry	A5		6.3	.0040	2.3	5,519	.0037	1,755	497	158	410	157	.....	5,165	.0023	820	2,246	.0031	78
Deschutes	C3		22.3	.0144	7.1	36,210	.0239	7,501	2,031	1,691	9,543	789	.....	25,660	.0117	1,151	3,614	.0159	110
Bend			11.6	.0075	3.8	20,402	.0135	4,720	1,503	1,420	5,599	524	8,204	14,680	.0067	1,266	3,863	.0089	119
Redmond			3.0	.0019	1.0	13,232	.0087	2,017	509	246	3,838	166	*	4,100	.0019	1,367	4,100	.0039	206
Douglas	A3		61.0	.0394	18.4	54,340	.0360	15,772	4,497	2,761	10,309	1,343	.....	64,021	.0290	1,050	3,479	.0332	84
Roseburg			9.3	.0060	2.8	27,468	.0181	4,743	3,277	1,762	8,084	713	11,138	10,034	.0045	1,079	3,584	.0089	148
Gilliam	D1		2.8	.0018	1.0	4,201	.0027	559	265	54	597	96	.....	4,227	.0019	1,510	4,227	.0021	117
Grant	E2		8.7	.0056	2.6	8,089	.0054	1,788	902	479	1,859	201	.....	9,259	.0042	1,064	3,561	.0048	88
Harney	E3		6.2	.0040	2.0	8,517	.0056	1,741	549	126	2,870	77	.....	8,206	.0038	1,324	4,103	.0044	110
Hood River	C1		13.2	.0085	4.0	14,504	.0096	3,968	1,384	659	2,823	303	.....	16,899	.0076	1,280	4,225	.0084	99
Jackson	B5		63.0	.0407	20.2	72,116	.0477	16,955	6,605	3,857	17,377	1,710	.....	76,140	.0348	1,209	3,769	.0398	99
Medford			18.5	.0119	6.4	47,807	.0316	7,829	5,365	3,292	14,422	1,102	20,215	31,931	.0145	1,726	4,989	.0191	161
Jefferson	C2		6.5	.0042	1.9	4,565	.0030	847	216	85	471	75	.....	5,144	.0023	791	2,707	.0029	69
Josephine	A5		28.2	.0182	9.4	32,492	.0215	7,859	2,381	1,097	5,961	905	.....	26,772	.0122	949	2,848	.0162	89
Grants Pass			8.6	.0055	3.2	24,274	.0161	5,033	2,029	908	4,995	689	*	11,009	.0050	1,280	3,440	.0084	153
Klamath	C4		42.7	.0276	13.4	65,290	.0432	13,879	7,015	2,859	16,438	1,730	.....	68,794	.0312	1,611	5,134	.0341	124
Klamath Falls			16.1	.0104	5.4	53,054	.0351	9,256	6,624	2,552	16,157	1,567	*	31,961	.0145	1,985	5,919	.0198	190
Lake	D4		6.6	.0042	2.1	10,003	.0066	2,001	788	356	2,403	427	.....	8,922	.0040	1,352	4,249	.0048	114
Lane	A3		132.1	.0853	40.6	142,452	.0942	33,614	17,172	8,395	26,806	3,118	.....	172,880	.0785	1,309	4,258	.0848	99
Eugene			37.2	.0241	11.7	90,393	.0597	13,477	14,691	6,688	21,180	2,142	*	66,872	.0303	1,798	5,716	.0379	157
Lincoln	A2		22.4	.0145	7.6	21,936	.0145	6,714	1,093	914	4,181	375	.....	21,597	.0098	964	2,842	.0122	84
Linn	B2		58.4	.0377	17.8	59,162	.0391	14,040	4,630	2,628	10,233	1,103	.....	56,304	.0255	964	3,163	.0320	85
Albany			10.9	.0070	3.7	29,035	.0192	5,661	2,963	1,356	6,357	547	8,983	11,129	.0051	1,021	3,008	.0097	139
Lebanon			6.3	.0041	1.8	13,193	.0088	3,061	886	929	3,021	309	932	7,070	.0032	1,122	3,928	.0050	122
Malheur	F3		23.8	.0153	6.7	27,848	.0184	3,942	3,220	1,143	5,015	693	.....	24,978	.0113	1,049	3,728	.0142	93
Ontario			4.6	.0029	1.3	14,789	.0097	1,793	1,631	733	4,226	365	*	5,623	.0025	1,222	4,325	.0047	162
Marion	C2	183	105.1	.0679	31.1	111,592	.0738	22,464	12,584	6,751	26,709	2,685	.....	130,013	0.590	1,237	4,180	.0652	96
1△Salem			45.1	.0291	14.1	81,905	.0542	14,510	10,894	5,513	23,712	2,059	27,405	69,428	.0315	1,539	4,924	.0378	130
Morrow	E1		4.9	.0031	1.5	5,326	.0035	1,182	245	115	956	73	.....	5,638	.0026	1,151	3,759	.0030	97
Multnomah	C1	108	489.6	.3161	165.3	715,008	.4728	153,387	144,480	35,280	135,185	15,015	.....	1,028,170	.4665	2,100	6,220	.4383	139
▲Portland			383.7	.2477	132.2	659,861	.4363	129,966	143,160	34,438	130,598	13,444	685,592	822,353	.3731	2,143	6,221	.3670	149
Polk	B2		27.4	.0177	8.4	17,420	.0115	4,917	1,581	854	2,139	439	.....	22,058	.0100	805	2,626	.0120	99
1Salem																			
Sherman	D1		2.3	.0014	.7	2,482	.0017	470	.....	54	788	33	.....	3,473	.0015	1,510	4,961	.0015	107
Tillamook	A1		19.6	.0127	6.2	19,866	.0131	5,619	1,107	684	3,409	607	.....	18,050	.0082	921	2,911	.0106	83
Tillamook			3.9	.0025	1.2	13,310	.0088	2,474	906	589	3,198	418	*	4,430	.0021	1,136	3,692	.0042	168

1 Salem is in Marion and Polk Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

Portland is Oregon's 1st Market!

The Journal is Your Key to It

When you study data on this market, look also at Media Records' 1951 agate lines measurements of newspaper advertising in Portland. Note The Journal's strong position in each of the five main classifications of daily display; and particularly how it was preferred by advertisers who sought immediate sales response.

TOTAL DAILY DISPLAY

Rank	*City and Newspaper*	*Linage*
1	Los Angeles TIMES	18,834,354
2	Oakland TRIBUNE	13,944,648
3	Sacramento BEE	13,860,063
4	San Diego TRIBUNE	13,334,818
5	Los Angeles HERALD-EXPRESS	12,836,706
6	Seattle TIMES	12,648,670
7	**Portland JOURNAL**	**11,976,052**
8	Tacoma NEWS-TRIBUNE	11,479,614
9	Los Angeles EXAMINER	11,147,115
10	Fresno BEE	10,743,124
11	Portland OREGONIAN	10,344,216
12	San Francisco EXAMINER	10,250,568
13	Spokane CHRONICLE	9,586,240
14	San Francisco CALL-BULLETIN	9,424,968
15	San Diego UNION	9,103,371
16	Los Angeles NEWS	8,974,753
17	San Francisco NEWS	8,832,045
18	San Francisco CHRONICLE	8,578,741
19	Seattle POST-INTELLIGENCER	8,019,522
20	Los Angeles MIRROR	7,165,662
21	Spokane SPOKESMAN-REVIEW	5,845,922
22	Sacramento UNION	4,446,893

There are 22 daily newspapers in the 14 key Pacific Coast cities. These figures show the recognition given Portland as a market and The Journal as an effective medium.

TOTAL DAILY RETAIL

Rank	*City and Newspaper*	*Linage*
1	Los Angeles TIMES	14,490,602
2	Oakland TRIBUNE	10,421,918
3	Sacramento BEE	9,828,692
4	San Diego TRIBUNE	9,727,786
5	Seattle TIMES	8,961,603
6	**Portland JOURNAL**	**8,920,687**
7	Los Angeles HERALD-EXPRESS	8,919,692
8	Tacoma NEWS-TRIBUNE	8,346,395
9	Los Angeles EXAMINER	7,652,167
10	Fresno BEE	7,604,397
11	San Francisco EXAMINER	7,418,475
12	Portland OREGONIAN	7,071,559
13	Spokane CHRONICLE	6,931,181
14	Los Angeles NEWS	6,898,995
15	San Francisco CALL-BULLETIN	6,228,159
16	San Francisco NEWS	6,007,865
17	San Diego UNION	5,958,835
18	San Francisco CHRONICLE	5,921,893
19	Los Angeles MIRROR	5,553,234
20	Seattle POST-INTELLIGENCER	5,546,403
21	Spokane SPOKESMAN-REVIEW	3,608,228
22	Sacramento UNION	3,593,394

Portland retailers expect newspaper advertising to produce immediate sales results. They have a marked preference for The Journal.

TOTAL DAILY FINANCIAL

Rank	*City and Newspaper*	*Linage*
1	Los Angeles TIMES	499,878
2	Los Angeles EXAMINER	264,664
3	San Francisco CHRONICLE	243,671
4	Los Angeles HERALD-EXPRESS	206,502
5	Seattle POST-INTELLIGENCER	198,715
6	San Francisco EXAMINER	186,395
7	Seattle TIMES	182,468
8	San Diego TRIBUNE	178,096
9	Oakland TRIBUNE	170,467
10	Portland OREGONIAN	168,509
11	Tacoma NEWS-TRIBUNE	164,053
12	Los Angeles NEWS	151,849
13	San Francisco NEWS	148,263
14	Spokane CHRONICLE	142,476
15	San Diego UNION	142,310
16	San Francisco CALL-BULLETIN	135,671
17	**Portland JOURNAL**	**115,557**
18	Los Angeles MIRROR	106,849
19	Fresno BEE	104,695
20	Sacramento BEE	90,468
21	Sacramento UNION	61,302
22	Spokane SPOKESMAN-REVIEW	49,641

The Journal's financial advertising volume grows steadily. Being a Pacific Coast evening paper, it carries the day's market reports hours ahead of a morning paper.

TOTAL DAILY AUTOMOTIVE

Rank	*City and Newspaper*	*Linage*
1	Sacramento BEE	864,232
2	Fresno BEE	859,447
3	Los Angeles HERALD-EXPRESS	787,988
4	San Diego TRIBUNE	769,802
5	Tacoma NEWS-TRIBUNE	742,301
6	Spokane CHRONICLE	705,465
7	Oakland TRIBUNE	691,731
8	Los Angeles TIMES	656,512
9	Seattle TIMES	656,070
10	San Francisco CALL-BULLETIN	647,642
11	**Portland JOURNAL**	**642,241**
12	Portland OREGONIAN	622,011
13	Los Angeles EXAMINER	588,800
14	San Francisco NEWS	583,845
15	San Francisco EXAMINER	565,320
16	San Diego UNION	549,376
17	Spokane SPOKESMAN-REVIEW	548,490
18	Seattle POST-INTELLIGENCER	544,360
19	San Francisco CHRONICLE	457,665
20	Los Angeles NEWS	422,938
21	Los Angeles MIRROR	356,669
22	Sacramento UNION	263,544

Significant in Portland, is the number of dealers in new cars and accessories who use The Journal daily, to produce leads and quick sales.

TOTAL DAILY GENERAL

Rank	*City and Newspaper*	*Linage*
1	Los Angeles TIMES	3,187,362
2	Sacramento BEE	3,076,671
3	Los Angeles HERALD-EXPRESS	2,922,524
4	Seattle TIMES	2,848,529
5	Oakland TRIBUNE	2,660,532
6	San Diego TRIBUNE	2,659,134
7	Los Angeles EXAMINER	2,641,484
8	Portland OREGONIAN	2,482,137
9	San Diego UNION	2,452,850
10	San Francisco CALL-BULLETIN	2,413,496
11	**Portland JOURNAL**	**2,297,567**
12	Tacoma NEW-TRIBUNE	2,226,865
13	Fresno BEE	2,174,585
14	San Francisco NEWS	2,092,072
15	San Francisco EXAMINER	2,080,378
16	San Francisco CHRONICLE	1,955,512
17	Spokane CHRONICLE	1,807,118
18	Seattle POST-INTELLIGENCER	1,730,044
19	Spokane SPOKESMAN-REVIEW	1,639,563
20	Los Angeles NEWS	1,500,971
21	Los Angeles MIRROR	1,148,910
22	Sacramento UNION	528,653

The Journal is proud of this record, made in Portland without time and quantity discounts.

All figures in lines from Media Records, Inc. 1951 Annual Reports for cities listed.

There's a story all its own in The Journal's outstanding record in the grocery field. Ask Reynolds-Fitzgerald, Inc., The Journal's representatives, to give you Portland data sheets on foods, drugs and other primary classifications of newspaper advertising.

The JOURNAL
PORTLAND, OREGON
means business
EVENINGS AND SUNDAY

PORTLAND'S ONLY HOME-OWNED NEWSPAPER

MEMBER METROPOLITAN AND PACIFIC PARADE GROUPS

REYNOLDS-FITZGERALD, Inc., New York, Philadelphia, Syracuse, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Seattle

FOR SPOT ADVERTISING in OREGON'S PROFIT MARKET, BUY... **KPOJ** The JOURNAL | Portland's Hard-Selling Radio Station

ASK Your JOHN BLAIR Man

In the vital PORTLAND market

KEX is the *Preference* of WHOLESALERS and DISTRIBUTORS

Because KEX covers the PORTLAND DISTRIBUTING AREA

- Portland's wholesale trading area covers all of Oregon, much of Washington and parts of California.
- Portland's 1951 wholesale sales were $1,425,289,000, or almost double retail sales.
- Portland has the highest total retail sales per capita of any city on the Pacific Coast.
- Farm income on the Pacific Coast is the highest of any area in the nation. 1950 Pacific Coast income per farm averaged $9,483...or $3,644 MORE than the national average of $5,839.



	PORTLAND Metropolitan Area	KEX 43-County Effective Listening Area
POPULATION	729,400	1,793,600
NUMBER OF FAMILIES	243,400	574,300
TOTAL NET SALES	$885,636,000	$2,069,799,000
EFFECTIVE BUYING INCOME PER FAMILY	$6,221 (Portland)	$4,785

KEX

WESTINGHOUSE RADIO STATIONS Inc
WOWO • KEX • KYW • KDKA • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

OREGON'S *Only* 50,000 WATT STATION

OREGON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Umatilla	E1		44.3	.0286	13.7	47,554	.0314	10,371	2,663	1,428	10,197	1,520		54,801	.0249	1,237	4,000	.0276	97
Pendleton			12.6	.0082	3.8	26,408	.0175	4,359	1,853	1,002	7,846	745	*	16,316	.0074	1,295	4,294	.0106	129
Union	F1		18.1	.0117	5.9	21,363	.0142	4,544	2,030	1,122	3,758	772		23,439	.0106	1,295	3,973	.0119	102
La Grande			8.7	.0056	2.9	16,506	.0109	3,091	1,838	935	3,220	598	*	13,512	.0061	1,553	4,659	.0074	133
Wallowa	F1		7.3	.0047	2.3	7,612	.0050	1,841	797	329	919	289		8,607	.0039	1,179	3,742	.0044	94
Wasco	C1		16.0	.0103	5.3	24,912	.0165	4,672	2,178	1,057	6,821	601		20,028	.0091	1,252	3,779	.0116	113
The Dalles			7.9	.0051	2.7	21,513	.0142	4,169	1,530	1,057	6,821	528	*	11,929	.0054	1,510	4,418	.0080	157
Washington	B1	108	65.5	.0423	20.6	47,296	.0312	13,700	3,074	1,342	9,622	1,103		84,821	.0385	1,295	4,118	.0371	88
Hillsboro			5.5	.0035	2.0	17,189	.0114	2,574	1,111	489	7,461	375	*	7,436	.0034	1,352	3,718	.0058	166
Wheeler	D2		3.3	.0021	1.0	1,964	.0013	317	553	.....	469	36		2,848	.0013	863	2,848	.0015	71
Yamhill	B2		34.7	.0224	10.8	35,521	.0235	8,363	2,928	1,605	7,613	812		33,454	.0152	964	3,098	.0191	85
McMinnville			6.8	.0044	2.1	16,417	.0108	2,990	1,897	880	3,878	316	3,007	8,218	.0037	1,209	3,913	.0060	136
Total Above Cities			657.1	.4241	220.2	1,304,819	.8627	245,418	212,986	71,562	309,125	29,340	769,497	1,232,238	.5591	1,875	5,596	.6229	147
State Total			1,597.7	1.0312	510.4	1,857,510	1.2282	426,376	243,659	89,607	377,429	42,766		2,340,033	1.0617	1,465	4,585	1.1055	107
Per Capita Sales						1,163		267	153	56	236	27							
Per Family Sales						3,639		835	477	176	739	84							

OREGON — SM Standard Metropolitan County Areas

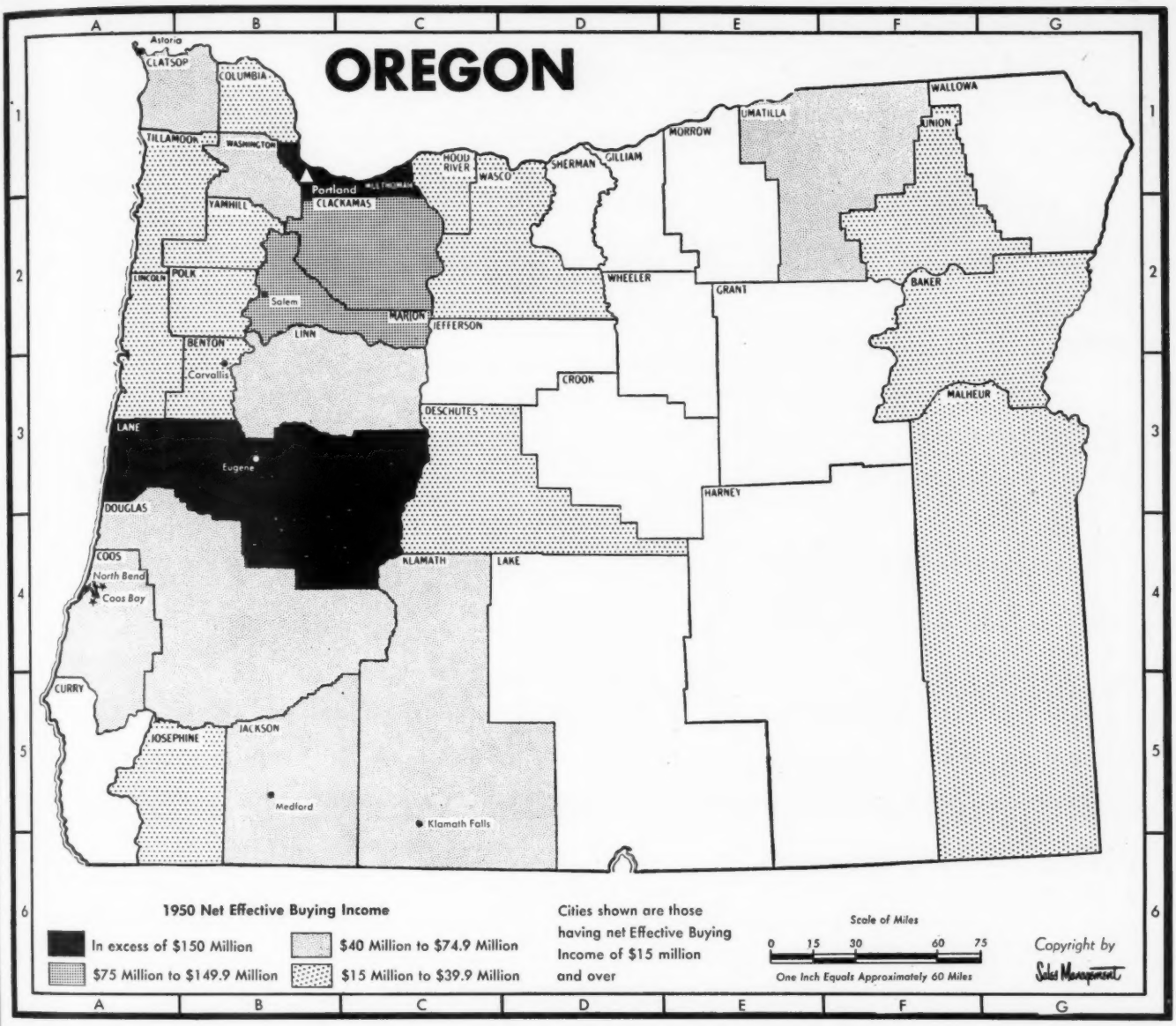
Portland		108	739.4	.4774	243.4	885,636	.5856	200,476	155,525	42,797	171,475	19,518		1,330,679	.6037	1,800	5,467	.5729	120
△Salem		183	105.1	.0679	31.1	111,592	.0738	22,484	12,584	6,751	26,709	2,685		130,013	.0590	1,237	4,180	.0652	98

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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Metropolitan County Area Summaries Begin on page 168.



(Other Middle Atlantic States: New Jersey, p. 408; New York, p. 422.)

PENNSYLVANIA — (Counties and Cities)

Pennsylvania state map—p. 512 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Abington Township	Montgomery	29.7	44	5	5	6	11
Aliquippa	Beaver	26.9	120	9	10	14	12
Allentown	Lehigh	108.9	491	22	85	68	42
Altoona	Blair	77.9	363	14	39	29	27
Ambridge	Beaver	16.8	92	6	14	15	11
Beaver Falls	Beaver	17.7	91	7	15	26	12
Berwick	Columbia	14.2	73	7	13	16	7
Bethlehem	Northampton	67.5	297	14	49	39	25
Bloomsburg	Columbia	10.9	42	7	14	15	2
Braddock	Allegheny	16.8	99	11	11	21	13
Bradford	McKean	17.6	86	9	21	18	8
Bristol	Bucks	13.4	68	10	17	14	10
Brownsville	Fayette	7.6	37	3	8	10	6
Butler	Butler	24.1	106	10	23	23	13
Canonsburg	Washington	12.2	54	4	15	15	5
Carbondale	Lackawanna	16.2	97	7	13	10	6
Carlisle	Cumberland	16.8	116	7	18	21	7
Carnegie	Allegheny	12.4	65	6	11	10	6
Chambersburg	Franklin	17.6	72	8	12	25	13
Charleroi	Washington	10.0	64	7	16	17	8
Cheltenham Township	Montgomery	23.5	35	5	8	3	10
Chester	Delaware	68.0	353	20	46	30	39
Clairton	Allegheny	19.9	83	5	12	15	10
Clearfield	Clearfield	9.4	39	7	6	12	6
Coatesville	Chester	14.2	55	8	14	14	12
Connellsville	Fayette	13.5	59	5	15	21	9
Coraopolis	Allegheny	10.7	44	3	8	11	10
Corry	Erie	8.2	36	4	8	15	3
Darby	Delaware	13.9	43	4	6	3	9
Donora	Washington	11.9	72	4	11	9	8
Dormont	Allegheny	13.0	33	2	8	6	6
Doylestown	Bucks	5.5	16	4	10	11	5
Du Bois	Clearfield	11.6	69	8	20	17	5
Duquesne	Allegheny	18.0	85	3	7	6	9
Easton	Northampton	35.2	192	13	45	30	14
Ellwood City	Lawrence	13.2	60	5	13	15	6
Ephrata	Lancaster	7.1	29	4	19	11	5
Erie	Erie	134.7	551	25	80	51	35
Franklin	Venango	10.2	42	7	15	17	5
Gettysburg	Adams	7.2	30	4	16	18	5
Greensburg	Westmoreland	17.5	79	6	22	17	10
Greenville	Mercer	9.4	32	5	10	14	4
Grove City	Mercer	7.6	30	4	7	15	3
Hanover	York	14.6	76	5	25	23	8
Harrisburg	Dauphin	91.5	640	19	63	46	68

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Before using these figures, see explanation page 15.

In Everything

PITTSBURGH DEMANDS THE BEST

In Television

WDTV PROVIDES JUST THAT

Late in 1951 we inaugurated a plan of alternating and rotating programs and now we carry 21 of 25 top-rated programs (including all of first 15).

Early in 1952, in response to requests from the more than 100,000 workers who finish their shifts at midnight, we went on the air 24 hours a day.

FOR THE BEST SHOWS---and---THE BEST RESULTS

It's

DUMONT WDTV CHANNEL 3

Chamber of Commerce Bldg. Pittsburgh 19, Pa.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Haverford Township	Delaware	41.2	42	2	7	7	17
Hazelton	Luzerne	35.7	201	13	43	21	15
Homestead	Allegheny	10.2	75	7	11	8	11
Honesdale	Wayne	5.7	33	4	12	14	6
Huntingdon	Huntingdon	7.4	33	6	14	13	5
Indiana	Indiana	11.9	51	6	21	20	7
Jeannette	Westmoreland	16.5	89	5	13	12	7
Jenkintown	Montgomery	5.3	19	2	6	9	7
Johnstown	Cambria	63.6	305	18	37	29	26
Kingston	Luzerne	21.2	110	3	16	27	10
Kittanning	Armstrong	7.8	43	5	13	22	8
Lancaster	Lancaster	65.3	443	19	56	42	29
Lansdale	Montgomery	10.2	30	5	9	15	6
Lansdowne	Delaware	12.6	19	4	5	7	8

(Continued on page 504)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Adams	D4		45.2	.0292	12.5	36,946	.0244	8,008	2,070	1,696	7,461	728		42,587	.0193	942	3,407	.0227	70
Gettysburg			7.2	.0046	2.1	15,287	.0101	3,564	707	821	5,390	505	*	9,113	.0041	1,266	4,340	.0060	130
Allegheny	A3	105	1,541.1	.9948	438.0	1,786,624	1.1814	493,506	326,144	80,640	270,845	49,520		2,760,058	1.2523	1,791	6,302	1.1794	119
▲Pittsburgh			683.0	.4409	195.7	1,092,790	.7226	247,876	304,691	48,250	127,669	28,369	1,000,200	1,244,497	.5647	1,822	6,359	.5873	133
McKeesport			51.8	.0335	15.3	97,634	.0645	30,200	8,127	11,123	15,273	2,214	26,253	91,991	.0417	1,776	6,012	.0469	140
Homestead-West Homestead-Munhall			*30.1*	*.0194*	*8.9*	*41,866*	*.0277*	*11,763*	*1,401*	*2,693*	*12,071*	*1,252*	*	*54,150*	*.0246*	*1,799*	*6,084*	*.0245*	*190*
Braddock			16.8	.0108	4.4	40,617	.0269	9,109	3,686	5,979	9,261	840	11,298	28,536	.0129	1,699	6,485	.0167	155
Wilkinsburg			32.0	.0207	10.2	38,560	.0255	10,167	1,558	1,777	14,614	1,389	7,515	81,515	.0370	2,547	7,992	.0303	140
Homestead			10.2	.0066	2.8	26,436	.0175	8,234	1,199	2,366	3,070	1,104	*	18,268	.0083	1,791	6,524	.0107	103
McKees Rocks			16.6	.0107	4.7	20,903	.0138	7,801	683	790	3,000	581	3,871	25,112	.0114	1,513	5,343	.0120	113
Carnegie			12.4	.0080	3.5	20,276	.0134	6,802	966	1,494	4,856	494	*	25,272	.0115	2,038	7,221	.0114	143
Clairton			19.9	.0128	5.4	20,208	.0134	7,081	532	682	4,269	522	1,303	32,882	.0149	1,652	6,089	.0140	100
Mount Lebanon Township			26.7	.0173	7.7	20,020	.0132	8,701	353	301	5,413	970	*	87,807	.0398	3,289	11,404	.0273	128

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 25.

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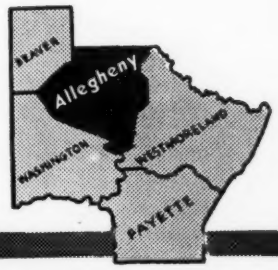


Look to the Pittsburgh Market

For Plus Business Sales!

Pittsburgh Metropolitan Area	
Retail Sales	$2,581,233
Food Sales	724,004
General Merchandise Sales	411,553
Drug Sales	68,377
Furniture—Household—Radio Sales	125,373
NET EFFECTIVE BUYING INCOME	3,895,226

Pittsburgh (Allegheny County) Area	
Retail Sales	$1,786,624
Food Sales	493,506
General Merchandise Sales	326,144
Drug Sales	49,520
Furniture—Household—Radio Sales	80,640
NET EFFECTIVE BUYING INCOME	2,760,058



LOOK TO THE PLUS BUSINESS COVERAGE* of PITTSBURGH'S NO. 1 NEWSPAPER

Pittsburgh Metropolitan Area

PRESS — 257,878

Sun-Tele—177,177 P.G.—206,355

Includes Allegheny, Beaver, Washington, Westmoreland and Fayette Counties.

Pittsburgh (Allegheny County) Area

PRESS — 221,038

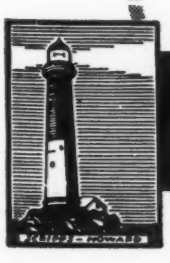
Sun-Tele—132,941 P.G.—156,264

Number One in Total Daily Circulation, Classified Advertising, Retail Advertising, General Advertising, Total Advertising, too.

**A.B.C. Audits Report, March 1951*



NO. 1 IN PITTSBURGH



The Pittsburgh Press

Represented by the General Advertising Department Scripps-Howard Newspapers, 230 Park Avenue, New York City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco.

$130,563,000 Retail Sales (8th market in Pa.) • **$132,000,000 Industrial Payroll** (3rd largest in western half of state) • **$182,457,000 Income**

Concentrated in the Allegheny-Kiskiminetas Valley . . . Covered ONLY by the home-read

THE VALLEY DAILY NEWS

★ Hometown newspaper in a market of 123,251 people . . . living in 118 communities in Allegheny, Armstrong, Butler, Westmoreland Counties . . . within a 15-mile radius of Tarentum.

★ Per capita retail sales for entire market above U. S. and Pa. averages.

★ A.B.C. city zone alone is home of world-famous steel, glass, chemical plants.

★ Available on request—list of industries exclusively in circulation area . . . with tabulated breakdown of multi-million dollar payroll.

★ New $4,500,000 bridge across Allegheny practically at publishing plant door.

★ Over 17,200 net paid circulation . . . 60% increase in 3 years.

★ Just *one* indication of market wealth, readership, advertiser interest—148-page, standard size New Era edition of this newspaper published Feb. 27, 1952.

FRED KIMBALL, INC.
National Representative

★ **THE VALLEY DAILY NEWS . . .** *Published in Tarentum, Pa., to cover Allegheny-Kiski Valley Market Concentration*

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 502)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Latrobe	Westmoreland	12.2	60	4	17	19	5
Lebanon	Lebanon	28.8	166	12	27	22	19
Lewistown	Mifflin	14.1	96	8	19	18	9
Lock Haven	Clinton	11.5	42	8	15	15	6
Lower Merion Township	Montgomery	50.2	94	10	31	24	29
McKeesport	Allegheny	51.8	296	11	32	34	31
McKees Rocks	Allegheny	16.6	101	4	12	11	9
Mahanoy City	Schuylkill	10.9	89	5	9	10	5
Meadville	Crawford	19.3	77	5	16	26	11
Media	Delaware	6.0	25	6	9	8	6
Monessen	Westmoreland	18.1	94	4	10	11	9
Mount Carmel	Northumberland	14.4	117	7	13	10	4
Mount Lebanon Township	Allegheny	26.7	40	2	2	6	9
Mount Oliver	Allegheny	7.0	35	2	5	7	6
Nanticoke	Luzerne	20.1	144	8	21	13	9
New Castle	Lawrence	49.7	230	13	31	36	21
New Kensington	Westmoreland	25.7	120	7	17	20	11
Norristown	Montgomery	39.6	152	16	41	21	20
Oil City	Venango	19.9	95	8	14	18	6
Philadelphia	Philadelphia	2,109.7	9,314	714	1,430	468	1,381
Phoenixville	Chester	13.3	62	5	10	12	10
Pittsburgh	Allegheny	683.0	2,837	143	272	206	328
Pittston	Luzerne	15.0	107	11	23	9	8
Pottstown	Montgomery	23.4	101	8	27	22	15
Pottsville	Schuylkill	23.6	125	9	34	29	10
Punxsutawney	Jefferson	8.9	48	5	10	17	4
Quakertown	Bucks	6.0	27	4	14	8	4
Reading	Berks	111.3	830	27	99	58	54
Rochester	Beaver	7.4	36	2	7	15	7
Scranton	Lackawanna	126.3	656	44	75	50	61
Sewickley	Allegheny	5.8	21	2	4	11	3
Shamokin	Northumberland	17.0	96	11	23	14	13
Sharon	Mercer	26.9	108	6	17	27	13
Shenandoah	Schuylkill	15.8	109	8	15	13	7
Somerset	Somerset	6.0	19	3	14	15	5
State College	Centre	17.7	23	4	7	9	3
Stroudsburg	Monroe	6.5	29	7	11	21	6
Sunbury	Northumberland	15.7	67	6	15	24	7
Tamaqua	Schuylkill	11.6	57	5	8	16	5
Tarentum	Allegheny	9.8	52	5	12	13	7
Titusville	Crawford	9.1	31	3	16	12	3
Turtle Creek	Allegheny	12.5	52	3	7	10	3
Uniontown	Fayette	20.6	103	12	21	28	9
Upper Darby Township	Delaware	89.2	150	12	41	23	41
Vandergrift	Westmoreland	9.9	55	3	11	17	6
Warren	Warren	14.9	75	9	18	18	6
Washington	Washington	26.2	119	12	21	22	16
Waynesboro	Franklin	10.5	29	5	15	19	12
Waynesburg	Greene	5.6	22	4	9	11	5
West Chester	Chester	15.6	61	8	18	23	7
Wilkes-Barre	Luzerne	76.8	460	45	76	25	36
Wilkinsburg	Allegheny	32.0	107	6	17	27	17
Williamsport	Lycoming	46.1	290	13	39	29	25
York	York	61.4	579	25	69	33	22

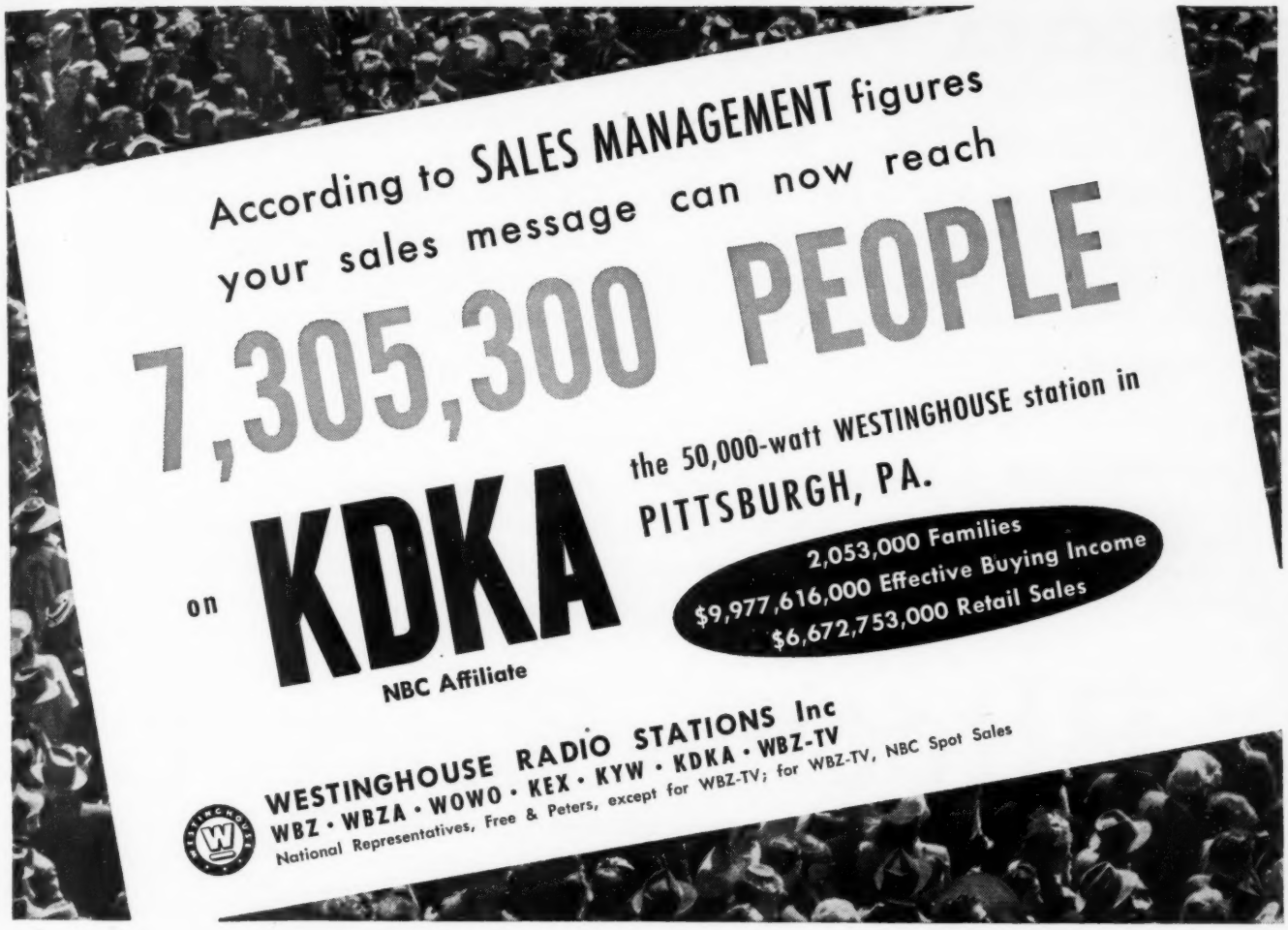
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Tarentum			9.8	.0063	3.0	19,127	.0127	5,858	1,448	1,471	3,401	541	3,008	16,488	.0075	1,682	5,496	.0088	140
Dormont			13.0	.0084	4.5	18,240	.0120	5,265	339	735	6,328	660	*	34,121	.0155	2,625	7,582	.0130	155
Turtle Creek			12.5	.0080	3.5	15,790	.0105	4,749	330	1,339	3,561	322	1,439	24,899	.0113	1,992	7,114	.0104	130
Duquesne			18.0	.0117	5.1	15,629	.0103	6,157	609	549	2,045	695	650	30,013	.0136	1,667	5,885	.0122	104
Coraopolis			10.7	.0069	3.0	14,382	.0095	4,844	507	631	2,908	687	2,156	20,485	.0093	1,914	6,828	.0089	129
Sewickley			5.8	.0037	1.9	12,576	.0083	4,177	340	606	5,128	457	548	13,342	.0061	2,300	7,022	.0063	170
Mount Oliver			7.0	.0045	2.0	12,475	.0083	4,435	338	142	2,380	442	.....	14,372	.0065	2,053	7,186	.0066	147
Armstrong	**B3**		**81.8**	**.0528**	**23.0**	**63,084**	**.0417**	**16,778**	**7,015**	**2,776**	**14,593**	**1,609**	.....	**75,757**	**.0343**	**928**	**3,294**	**.0402**	**78**
Kittanning			7.8	.0051	2.4	22,849	.0151	4,793	2,710	1,470	7,187	597	21,980	9,871	.0045	1,266	4,113	.0078	153

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

For a description of all the new features in this year's *Survey*, see introduction, starting on page 15.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Beaver	A3	105	179.6	.1159	49.6	162,001	.1071	50,545	12,550	8,118	29,734	4,440	.....	246,791	.1120	1,374	4,976	.1113	96
Aliquippa-Rochester-Beaver	.....	.....	*40.8*	*.0263*	*11.4*	*53,580*	*.0354*	*15,748*	*6,334*	*2,450*	*10,534*	*1,654*	*	*57,650*	*.0219*	*1,413*	*5,057*	*.0268*	*102*
Beaver Falls-New Brighton	.....	.....	*27.4*	*.0177*	*8.7*	*45,276*	*.0299*	*12,744*	*5,639*	*3,093*	*11,498*	*1,155*	*	*39,483*	*.0179*	*1,441*	*4,538*	*.0215*	*121*
Beaver Falls	.....	.....	17.7	.0114	5.3	36,316	.0240	9,356	4,430	2,559	8,641	974	6,013	25,692	.0116	1,452	4,848	.0153	134
Aliquippa	.....	.....	26.9	.0174	7.0	30,953	.0205	9,040	4,939	1,047	4,121	883	3,435	37,369	.0170	1,389	5,338	.0181	104
Ambridge	.....	.....	16.8	.0108	4.8	30,484	.0201	10,252	1,480	1,725	4,675	1,020	2,414	24,114	.0109	1,435	5,024	.0136	126
Rochester	.....	.....	7.4	.0048	2.2	13,260	.0088	4,334	697	970	3,154	467	*	10,852	.0049	1,466	4,933	.0060	125
1Ellwood City																			
Bedford	C4	.....	41.2	.0266	11.3	27,926	.0185	6,884	2,177	919	5,144	342	.....	31,162	.0141	756	2,758	.0179	67
Berks	F3	113	260.0	.1678	75.8	274,155	.1813	63,111	25,830	17,934	49,016	5,429	.....	413,419	.1876	1,590	5,454	.1818	108
▲Reading	.....	.....	111.3	.0718	33.3	166,285	.1099	34,551	22,795	13,564	25,869	3,796	94,302	187,261	.0850	1,682	5,623	.0898	125

1 Ellwood City is in Beaver and Lawrence Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

ALTOONA, PA...$133,416,000 Retail Sales

Retail sales total $133,416,000 in the Altoona Metropolitan County market. The prosperous living standards of the city's well paid wage-earners . . . supplemented by the shopping of trading area families . . . concentrate more than 69% of these sales in Altoona's stores.

As a result, the city's sales are 21% above average. Food sales show an even higher plus . . . 48%! That's $112 above the U. S. per capita food sales, $90 above the state's. General merchandise sales top the national average by 46% . . . furniture-household sales by 100%!

Covered by the "RESULT" Newspaper

The Mirror sells your product in 96% of the city zone homes . . . to 82% of the families in the entire metropolitan county area. This newspaper's reputation for results shows . . . year after year . . . in huge advertising volume—millions of lines more than is carried by some of the country's big metropolitan newspapers.

Altoona Mirror.

ALTOONA'S ONLY EVENING NEWSPAPER

RICHARD E. BEELER, Adv. Mgr.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Blair	C3	5	140.8	.0909	40.7	133,416	.0882	41,382	15,478	10,037	19,504	2,834	.....	180,464	.0819	1,282	4,434	.0856	94
▲Altoona	.....	.....	77.9	.0503	23.4	92,383	.0611	27,022	13,174	7,910	13,431	1,951	46,002	110,644	.0502	1,420	4,728	.0535	106
Bradford	E1	.....	52.3	.0338	15.3	43,380	.0287	10,505	2,685	1,561	9,252	872	.....	56,526	.0256	1,081	3,695	.0282	83
Bucks	G3	103	151.4	.0977	43.3	118,960	.0786	33,450	4,496	5,391	22,740	2,427	.....	179,906	.0816	1,188	4,155	.0839	88
Bristol	.....	.....	13.4	.0087	3.6	16,558	.0110	4,745	699	1,728	3,928	342	820	14,900	.0067	1,112	4,139	.0084	97
Doylestown	.....	.....	5.5	.0035	2.0	16,248	.0107	3,084	1,680	692	3,826	385	*	9,851	.0045	1,791	4,926	.0061	174
Quakertown	.....	.....	6.0	.0039	1.9	12,029	.0080	3,597	317	1,038	2,336	172	*	7,593	.0035	1,266	3,996	.0049	126
Butler	A2	.....	99.8	.0645	27.6	87,133	.0576	21,652	8,996	3,603	17,947	1,900	.....	124,807	.0567	1,251	4,522	.0585	91
Butler	.....	.....	24.1	.0155	7.4	52,999	.0350	11,271	8,042	2,736	10,964	1,335	17,044	42,412	.0192	1,760	5,731	.0232	150
Cambria	C3	67	211.5	.1365	55.6	180,576	.1194	50,083	34,776	9,565	28,815	3,116	.....	267,680	.1214	1,266	4,814	.1238	91
▲Johnstown	.....	.....	63.6	.0411	17.9	105,780	.0700	22,739	27,985	6,325	15,557	2,190	49,812	111,925	.0508	1,760	6,253	.0546	133
Cameron	C2	.....	7.1	.0046	2.0	7,165	.0048	2,196	326	321	1,188	64	.....	6,904	.0031	972	3,452	.0039	86
Carbon	F2	.....	57.9	.0373	16.2	42,777	.0283	14,877	4,460	2,904	6,872	818	.....	55,425	.0252	957	3,421	.0286	77
Centre	D2	.....	68.1	.0440	17.0	52,485	.0347	13,616	4,551	2,920	8,930	1,437	.....	79,897	.0362	1,173	4,700	.0373	86
State College-Bellefonte	.....	.....	*23.5*	*.0152*	*5.0*	*27,192*	*.0180*	*6,696*	*1,836*	*1,624*	*4,597*	*1,041*	*	*34,169*	*.0155*	*1,454*	*6,854*	*.0168*	*107*
State College	.....	.....	17.7	.0114	3.2	16,354	.0108	4,092	700	766	2,258	658	*	25,691	.0116	1,451	8,028	.0113	99
Chester	F4	103	163.8	.1057	42.3	146,729	.0970	37,250	7,197	8,596	29,652	4,218	.....	247,785	.1125	1,513	5,858	.1065	101
West Chester	.....	.....	15.6	.0101	4.1	32,822	.0217	7,477	2,790	2,037	9,166	841	*	26,498	.0121	1,699	6,463	.0146	145
Coatesville	.....	.....	14.2	.0091	4.0	22,855	.0151	6,012	1,325	1,865	4,304	1,027	*	21,923	.0099	1,544	5,481	.0113	124
Phoenixville	.....	.....	13.3	.0086	3.6	16,222	.0107	4,779	558	1,067	2,644	767	*	19,718	.0090	1,483	5,477	.0094	109
Clarion	B2	.....	38.8	.0251	10.7	33,517	.0222	8,555	2,289	1,884	10,335	668	.....	35,934	.0163	926	3,358	.0198	79
Clearfield	C2	.....	86.2	.0556	24.0	71,032	.0469	20,449	9,046	3,453	15,596	1,330	.....	82,516	.0374	957	3,438	.0439	79
Du Bois	.....	.....	11.6	.0075	3.6	24,125	.0160	5,895	3,351	2,054	5,424	487	5,012	11,815	.0053	1,019	3,282	.0089	119
Clearfield	.....	.....	9.4	.0061	2.9	17,654	.0116	4,693	1,091	471	3,645	380	4,152	8,129	.0037	865	2,803	.0065	107
Clinton	D2	.....	37.1	.0240	10.6	30,796	.0204	8,887	3,275	2,046	6,351	579	.....	35,514	.0161	957	3,350	.0190	79
Lock Haven	.....	.....	11.5	.0074	3.4	18,996	.0126	4,576	2,888	1,709	3,074	347	*	12,256	.0056	1,066	3,605	.0080	108
Columbia	E2	.....	54.3	.0350	16.0	46,952	.0310	12,494	4,318	2,323	8,943	898	.....	60,378	.0274	1,112	3,774	.0300	86
Bloomsburg	.....	.....	10.9	.0070	3.5	17,300	.0114	4,017	1,718	1,108	3,536	119	2,381	12,953	.0058	1,188	3,701	.0077	110
Berwick	.....	.....	14.2	.0092	4.4	16,706	.0111	4,695	1,962	662	4,042	436	*	16,217	.0074	1,142	3,686	.0089	97

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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HARRISBURG

Top Quality Market in the State
Highest Per Capita Income . . . Highest Quality of Market . . . Among State's Major Markets

Retail Sales 192% of Average

Harrisburg is far ahead of every major market in Pennsylvania in retail sales activity . . . 92% above the national average.

Food sales show a margin of 42%! General merchandise 159%! Furniture-household-radio sales 163%! Automotive 91%! Drug products 141%! With retail sales and income so far above average, no wonder Harrisburg's Quality of Market score is 148!

These big sales peaks result partly from Harrisburg's per capita buying power . . . $2,007, and partly from the fact that the city is the shopping center of rich Dauphin County whose county-wide income average is $353 above the U. S. per capita.

Your selling, too, has an above-average effect when you use WHP . . . The Key Station in the Keystone State . . . now heard regularly in tens of thousands of additional homes in Pennsylvania's South Central area—including markets like Lancaster, York, Lebanon.

WHP HARRISBURG, PA.
CBS RADIO NETWORK
5000 WATTS • 580 KC

THE KEYSTONE STATION IN THE KEYSTONE STATE • Represented by THE BOLLING CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Crawford	A1	.....	80.6	.0520	23.6	81,230	.0537	19,383	5,588	3,341	17,234	1,613	.....	111,968	.0508	1,389	4,744	.0519	100
Meadville	.....	.....	19.3	.0125	6.2	38,490	.0254	9,001	3,649	2,285	11,200	994	5,042	36,059	.0164	1,868	5,816	.0183	146
Titusville	.....	.....	9.1	.0058	3.2	15,934	.0106	4,285	932	634	2,187	257	*	12,367	.0056	1,359	3,865	.0071	122
Cumberland	D4	59	97.9	.0632	28.2	83,459	.0552	21,318	4,157	4,229	17,520	2,254	.....	128,429	.0583	1,312	4,554	.0584	92
Carlisle	.....	.....	16.8	.0109	5.1	26,154	.0173	5,926	2,777	2,126	4,885	738	*	24,114	.0109	1,435	4,728	.0128	117
Dauphin	E3	59	202.3	.1305	59.3	235,266	.1556	51,566	31,414	14,522	40,375	7,684	.....	359,264	.1630	1,776	6,058	.1543	118
▲Harrisburg	.....	.....	91.5	.0590	28.6	171,349	.1133	30,545	27,425	12,286	30,183	6,361	129,800	183,634	.0833	2,007	6,421	.0874	148
Delaware	G4	103	433.1	.2796	121.0	328,224	.2170	97,956	20,488	16,975	58,377	12,219	.....	688,660	.3124	1,590	5,691	.2772	99
Chester	.....	.....	68.0	.0439	18.6	91,579	.0605	27,645	3,381	7,652	12,225	2,170	28,945	122,810	.0557	1,806	6,603	.0548	125

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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STAR SALESMAN IN A STAR SALES MARKET

In Chester, one daily newspaper has the responsibility of carrying hometown news to its readers. What more can we say about the confidence both its readers and its advertisers place on its stewardship?

THE **Chester Times**
CHESTER, PENNSYLVANIA
National Representatives: STORY, BROOKS & FINLEY

CIRCULATION 25,143* 1941 AVERAGE	INCREASE 36.3%	34,277** FEB. 1952 AVERAGE
LINAGE 6,942,740 1943	INCREASE 74.6%	12,107,270 1951
RETAIL SALES $68,039,000 1940	INCREASE 103%	$138,179,000 1950

*Last ABC report under previous Management
**Latest figures under present Management

Continues to be

ERIE, Pennsylvania's 3rd Best Market

(only Philadelphia and Pittsburgh lead it)

Erie shows the largest increase in - - - -

POPULATION — FAMILIES — TOTAL RETAIL SALES — FOOD SALES — GENERAL MERCHANDISE SALES — FURNITURE-HOUSEHOLD-RADIO SALES and DRUG SALES of all Pennsylvania cities over 100,000 population with the exceptions of Philadelphia and Pittsburgh. Erie also shows the largest gain in Per Capita Effective Buying Income.

To tap this *THIRD* Pennsylvania Market, you need only

Daily **The ERIE TIMES** Sunday

Represented by The Katz Agency, Inc.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Upper Darby Township			89.2	.0576	26.2	82,334	.0545	20,917	5,659	4,300	17,191	3,594	6,209	180,362	.0819	2,022	6,884	.0688	119
Darby			13.9	.0090	3.8	15,283	.0101	7,031	964	987	162	651	*	18,891	.0085	1,359	4,971	.0091	101
Haverford Township			41.2	.0266	11.7	13,674	.0090	4,517	482	236	4,005	876	*	79,499	.0361	1,930	6,795	.0261	98
Media			6.0	.0039	1.8	12,737	.0084	3,881	286	588	3,346	451	*	9,076	.0041	1,513	5,042	.0053	136
Lansdowne			12.6	.0081	4.0	10,188	.0068	2,621	153	147	4,995	346	2,737	27,629	.0126	2,193	6,907	.0099	122
Elk	C2		**34.8**	**.0225**	**9.5**	**23,881**	**.0158**	**8,629**	**1,963**	**1,350**	**4,339**	**796**		**32,787**	**.0149**	**942**	**3,451**	**.0167**	**74**
Erie	A1	45	**226.2**	**.1460**	**64.8**	**257,520**	**.1703**	**65,772**	**27,972**	**15,080**	**46,154**	**5,296**		**356,267**	**.1616**	**1,575**	**5,498**	**.1611**	**110**
▲Erie			134.7	.0869	39.2	194,847	.1288	48,985	25,384	12,993	30,780	3,903	77,435	230,825	.1047	1,714	5,888	.1084	125
Corry			8.2	.0053	2.7	12,650	.0084	3,631	942	549	3,630	255	*	16,836	.0076	2,053	6,236	.0074	140
Fayette	A4		**191.1**	**.1233**	**52.1**	**163,153**	**.1079**	**42,596**	**26,573**	**10,565**	**28,341**	**3,378**		**191,762**	**.0870**	**1,003**	**3,681**	**.1005**	**82**
Uniontown			20.6	.0133	6.2	63,013	.0416	11,902	8,301	5,906	12,749	1,584	30,252	32,113	.0146	1,559	5,180	.0224	168
Connellsville			13.5	.0088	4.0	22,136	.0147	3,713	3,172	1,696	5,129	936	*	21,887	.0099	1,621	5,472	.0111	126
Brownsville			7.6	.0049	2.3	13,213	.0087	3,072	1,109	1,328	3,069	532	*	9,741	.0044	1,282	4,235	.0058	118
Forest	B2		**4.9**	**.0032**	**1.5**	**2,745**	**.0018**	**999**	**202**	**125**	**441**	**29**		**3,406**	**.0016**	**695**	**2,271**	**.0020**	**63**
Franklin	D4		**77.8**	**.0502**	**21.8**	**71,117**	**.0470**	**16,081**	**4,913**	**3,982**	**15,221**	**1,478**		**80,492**	**.0365**	**1,035**	**3,692**	**.0424**	**84**
Chambersburg			17.6	.0113	5.4	30,696	.0203	6,187	2,475	2,025	6,154	753	6,985	23,089	.0105	1,312	4,276	.0136	129
Waynesboro			10.5	.0068	3.4	15,015	.0099	3,495	1,282	1,642	4,321	456	*	14,755	.0067	1,405	4,340	.0077	113
Fulton	C4		**10.5**	**.0068**	**2.8**	**4,917**	**.0033**	**1,032**	**325**	**155**	**854**	**81**		**6,318**	**.0029**	**602**	**2,256**	**.0038**	**55**
Greene	A4		**45.9**	**.0296**	**12.5**	**26,786**	**.0177**	**8,302**	**3,764**	**557**	**5,258**	**536**		**33,288**	**.0151**	**725**	**2,663**	**.0188**	**64**
Waynesburg			5.6	.0036	1.7	11,509	.0076	3,479	1,145	393	2,498	382	1,744	5,794	.0026	1,035	3,408	.0043	119
Huntingdon	C3		**41.2**	**.0266**	**11.4**	**28,438**	**.0188**	**7,903**	**2,687**	**1,806**	**5,923**	**344**		**34,970**	**.0158**	**849**	**3,068**	**.0189**	**71**
Huntingdon-Mount Union			*12.2*	*.0079*	*4.0*	*19,929*	*.0132*	*4,798*	*613*	*1,756*	*4,650*	*294*	*	*15,128*	*.0069*	*1,240*	*3,782*	*.0090*	*114*
Huntingdon			7.4	.0048	2.4	13,475	.0089	2,880	460	1,214	2,962	245	6,266	9,143	.0042	1,236	3,810	.0057	119

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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HIGHLIGHTS OF THE SCRANTON, PA. MARKET

RETAIL SALES . . . . UP Nearly $9,000,000 over last year

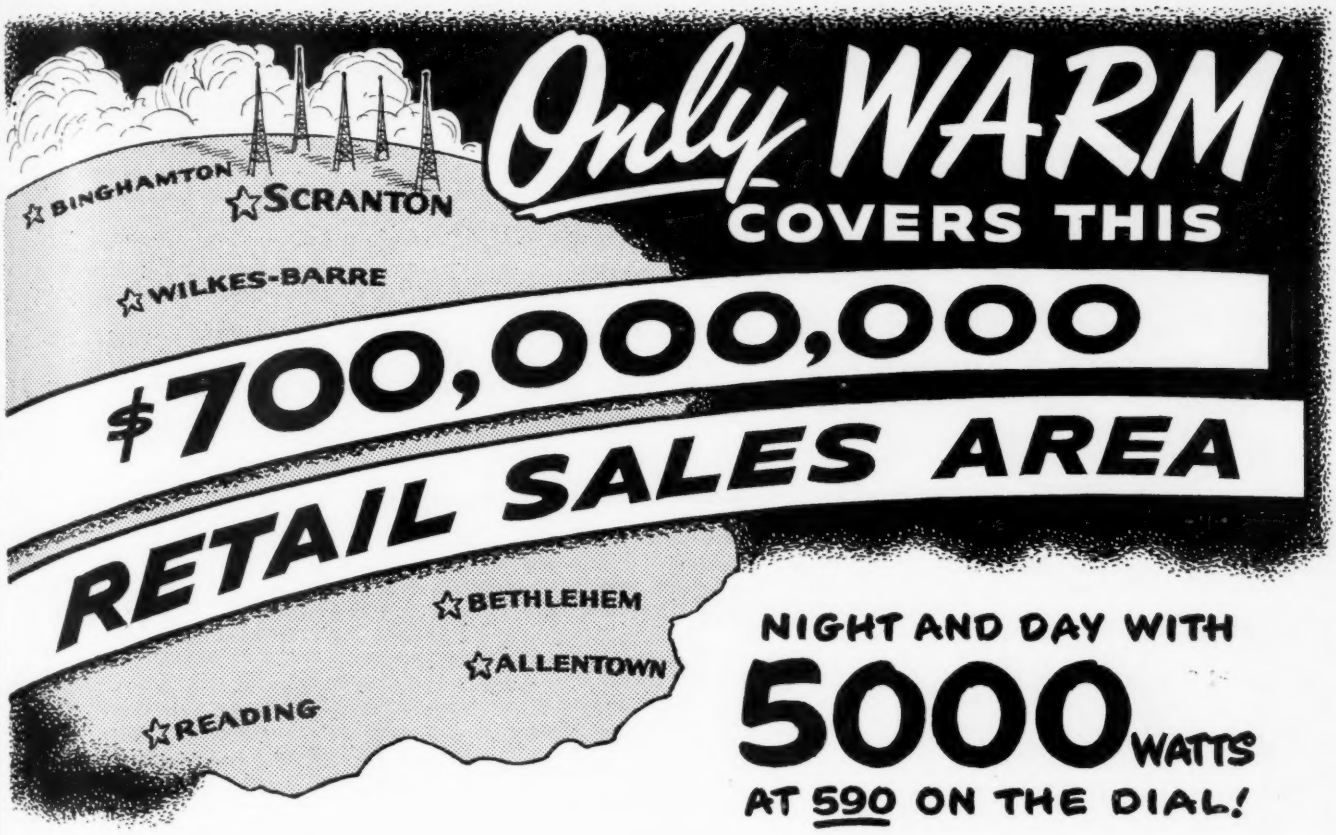
EFF. BUYING INCOME . . . UP Nearly $15,000,000 over last year

To get your share of this rich market—take a tip from area retailers . . . Year after year MORE LOCAL RETAILERS have placed their advertising in The SCRANTONIAN-TRIBUNE than in any other newspaper.

The Scranton Tribune (Daily)

THE SCRANTONIAN (Sunday)

Represented nationally by GILMAN, NICOLL & RUTHMAN



WARM

SCRANTON, PENNA.

Represented Nationally By

WARM, with Northeastern Pennsylvania's most powerful station, reaches over 1,000,000 listeners in this great retail sales area which includes Pennsylvania's 3rd MARKET PLUS! Your BEST radio buy, for sure!

GEORGE P. HOLLINGBERY CO. NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES ATLANTA

Affiliated with ABC The American Broadcasting Co.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Indiana	B3		77.7	.0502	21.2	62,664	.0414	15,165	9,095	2,987	12,528	1,273	.....	69,540	.0316	895	3,280	.0383	76
Indiana			11.9	.0077	3.6	30,068	.0199	5,527	3,970	2,049	7,901	747	6,621	17,081	.0077	1,435	4,745	.0113	147
Jefferson	B2		49.1	.0317	14.3	41,154	.0272	12,139	3,346	2,647	9,249	840	.....	46,262	.0210	942	3,235	.0250	79
Punxsutawney			8.9	.0057	2.8	16,818	.0111	4,363	1,759	1,375	3,580	425	5,222	12,641	.0058	1,420	4,515	.0074	130
Juniata	D3		15.4	.0099	4.4	11,276	.0075	1,968	1,259	159	2,510	74	.....	11,648	.0053	756	2,647	.0069	70
Lackawanna	F2	130	256.0	.1653	72.7	231,504	.1531	66,312	25,584	14,453	27,927	5,118	.....	375,430	.1703	1,467	5,164	.1641	99
▲Scranton			126.3	.0815	37.4	154,053	.1019	38,004	22,540	11,854	19,717	3,013	113,336	202,729	.0920	1,605	5,421	.0929	114
Carbondale			16.2	.0105	4.6	17,306	.0115	5,292	1,044	760	3,005	438	*	25,515	.0115	1,575	5,547	.0113	108
Lancaster	E4	72	240.0	.1549	67.6	238,960	.1580	49,648	23,381	12,864	43,258	4,734	.....	385,233	.1748	1,605	5,699	.1658	107
▲Lancaster			65.3	.0421	19.6	100,006	.0661	21,324	17,773	7,387	13,619	2,755	54,604	125,018	.0567	1,915	6,378	.0566	134
Ephrata			7.1	.0046	2.3	12,995	.0086	3,474	616	1,213	2,402	381	5,864	11,733	.0054	1,653	5,101	.0062	135

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

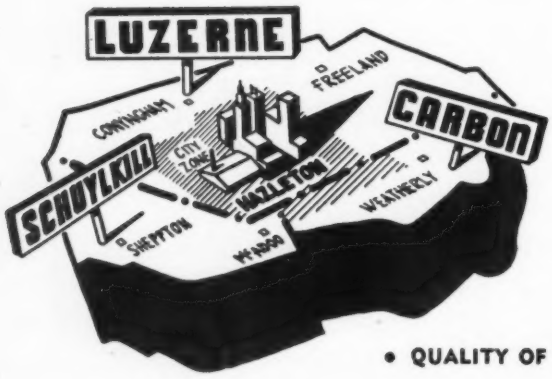
Before using these figures, see explanation page 15.

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Per capita and per family sales for leading metropolitan counties—starting on page 178.

HAZLETON, PA.

The PLUS MARKET in the Wilkes-Barre - Hazleton (Luzerne Co) Metropolitan Area



has a family income of **$6,571**
—which is $1,479 more than Luzerne County's $5,092

has retail sales of **$60,098,874**
—in Hazleton and 3 of its market's major boros.

has population of **92,246**
55,894 in ABC city zone—balance in trade area.

• QUALITY OF MARKET INDEX 29 POINTS ABOVE COUNTY, 21 POINTS ABOVE STATE

Covered only by . . . **THE PLAIN SPEAKER-STANDARD SENTINEL**

Represented by DeLISSER, Inc.

PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lawrence	A2	178	107.2	.0692	30.5	100,901	.0667	28,293	8,989	7,185	17,472	2,224	.....	152,258	.0690	1,420	4,992	.0684	99
△New Castle	.....	.....	49.7	.0321	14.5	71,377	.0472	18,496	7,568	5,217	12,746	1,809	21,135	75,182	.0341	1,513	5,185	.0376	117
1Ellwood City	.....	.....	13.2	.0085	3.8	16,341	.0108	5,289	1,149	1,487	3,851	318	*	21,400	.0097	1,621	5,632	.0098	115
Lebanon	E3	.....	83.5	.0539	23.7	85,068	.0562	19,688	6,511	5,487	19,524	1,618	.....	115,997	.0527	1,389	4,894	.0540	100
Lebanon	.....	.....	28.8	.0186	8.7	46,747	.0309	9,449	5,548	3,871	10,879	1,309	11,350	44,464	.0202	1,544	5,111	.0231	124
Lehigh	F3	4	201.8	.1303	57.6	222,912	.1474	47,714	29,916	16,850	41,360	3,931	.....	314,594	.1427	1,559	5,462	.1416	109
▲Allentown	.....	.....	108.9	.0703	31.6	165,053	.1091	33,262	28,883	13,832	29,610	3,055	78,140	190,004	.0862	1,745	6,013	.0899	128
2Bethlehem																			

1 Ellwood City is in Beaver and Lawrence Counties.
2 Bethlehem is in Lehigh and Northampton Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
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LEBANON COUNTY

HEART OF THE PENNSYLVANIA DUTCH COUNTRY

Year after year, per capita spending in Lebanon is well ahead of the State average. That's Purse-onality Plus!!

A RICH, RESPONSIVE MARKET COVERED COMPLETELY BY ONE AND ONLY ONE NEWSPAPER

Your buy to sell this busy, prosperous market is the one newspaper that speaks to and for its good-living people.

The LEBANON DAILY NEWS

Member Audit Bureau of Circulations — Represented By
STORY, BROOKS & FINLEY, INC.

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Wilkes Barre's Reliable EARWay*



Quote from Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

If you want Coverage that Counts

. . . you want and need WBRE in this unusual 500,000 population market. Yes, other stations have more power . . . but WBRE has the programming power that produces profits for the advertiser.

*** EARWAY . . . means listening power! Conlan shows that more people listen to WBRE more consistently than to any other station in the Wilkes-Barre trading area.**

WBRE
WILKES-BARRE, PENNSYLVANIA
NBC
AM-FM AFFILIATE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PENNSYLVANIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Cap-ita	Per Fam-ily	Buying Power Quota	Quality Index
Luzerne	F2	157	392.4	.2533	108.3	344,552	.2278	93,204	42,224	21,631	50,721	6,813	.....	551,420	.2502	1,405	5,092	.2441	96
▲Wilkes Barre	.....	.....	76.8	.0496	21.3	120,942	.0800	22,652	30,149	9,367	9,745	2,307	83,964	130,449	.0592	1,699	6,124	.0635	128
▲Hazelton	.....	.....	35.7	.0230	9.9	47,435	.0314	11,434	5,596	4,257	8,580	1,207	27,205	65,050	.0295	1,822	6,571	.0288	125
Kingston	.....	.....	21.2	.0137	6.3	30,196	.0199	6,617	844	464	.....	384	6,796	41,566	.0188	1,961	6,598	.0181	132
Pittston	.....	.....	15.0	.0097	3.9	17,637	.0117	4,341	1,833	1,757	1,435	384	13,866	20,612	.0094	1,374	5,285	.0101	104
Nanticoke	.....	.....	20.1	.0130	5.9	17,111	.0113	6,105	641	1,247	2,224	342	*	27,317	.0124	1,359	4,630	.0122	94
Lycoming	D2	187	103.4	.0667	30.9	100,267	.0663	28,177	10,649	5,521	18,509	2,456	.....	153,300	.0695	1,483	4,961	.0680	102
△Williamsport	.....	.....	46.1	.0297	14.2	69,627	.0460	16,780	9,788	4,697	11,488	1,967	29,243	80,433	.0365	1,745	5,664	.0380	128

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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ALLENTOWN is the Heart and Retail Shopping Center of PENNSYLVANIA'S 3RD METROPOLITAN AREA

Definitely a separate market comprising well over 100 communities . . . each vitally interested in the local news furnished most completely in the Call-Chronicle Newspapers . . . covering a circulation area with $450 million in Retail Sales and $725 million in Effective Buying Income.

R.O.P. 3 COLORS AND BLACK with careful Stereo work and prideful Press work. FULL COLOR COMIC SECTION.

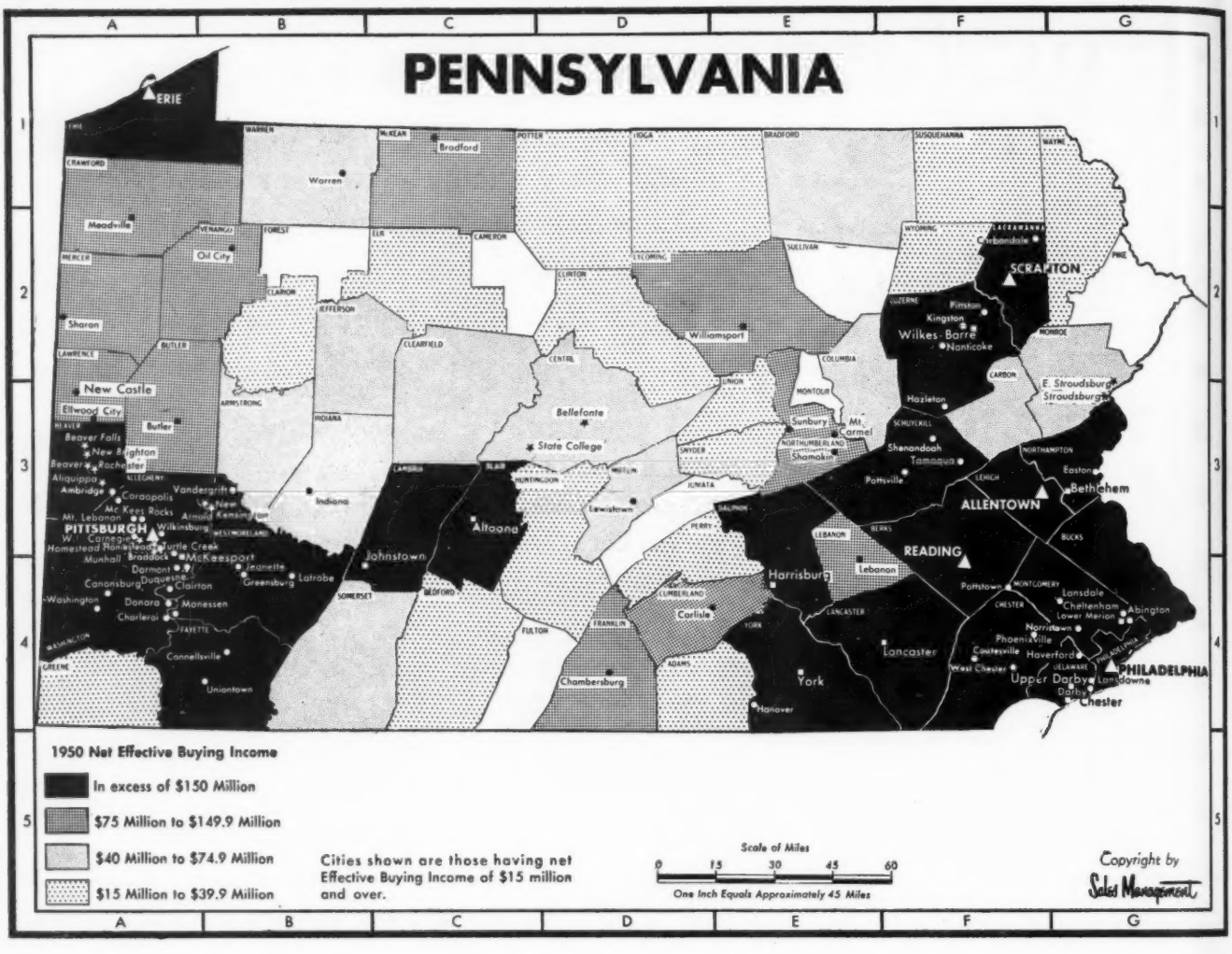
Where 4 out of 5 buy through advertising in

CALL-CHRONICLE NEWSPAPERS

The Morning Call
ALLENTOWN, PA.

Sunday Call - Chronicle
The Area's Only Sunday Newspaper

Evening Chronicle
National Representative: Kelly-Smith Co.



PENNSYLVANIA — (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
McKean	C1	.....	57.0	.0368	17.1	57,270	.0379	15,952	2,855	2,823	15,911	1,541	.....	89,776	.0408	1,575	5,250	.0391	108
Bradford	.....	.....	17.6	.0114	5.5	30,134	.0200	8,236	2,002	1,781	7,402	920	14,873	34,774	.0157	1,976	6,323	.0161	141
Mercer	A2	162	114.3	.0738	32.1	115,452	.0764	29,318	11,023	7,375	21,724	2,955	.....	165,901	.0752	1,451	5,168	.0753	102
Sharon	.....	.....	26.9	.0174	7.9	50,279	.0332	11,345	7,129	3,361	10,952	1,498	19,935	49,420	.0225	1,837	6,256	.0247	142

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Before using these figures, see explanation page 15.

A recognized leading small city newspaper

The Sharon Herald

Sharon, (Mercer Co.) Pa.

Covering a rich industrial and agricultural market

1951 SALES DATA

Retail sales	**$115,452,000**
Eff. buying income	165,901,000
Per family	**5,168**
Food sales	29,318,000
General mdse.	11,023,000
Automotive	21,724,000
Drug	2,955,000

1951 POPULATION & CIRCULATION DATA

SHARON HERALD CIRCULATION

September 30, 1951	21,360
Population (county) trading zone	114,300
Families	32,100
Herald coverage	**66%**
Population city zone	55,339
Families	14,696
Herald Circulation	14,013
Herald coverage	**95%**

Sources—U. S. Gov. census, ABC, Sales Management Survey, Penna. State Reports

1951 INDUSTRIAL DATA

Transformers, tank cars, car wheels, steel chains, stainless steel, freight cars, storage tanks, Diesel engines, steel pipe. Rural sections highly agricultural, dairy farms, sheep raising. Gross income $11,007,000.

YOUR NORRISTOWN SALESMAN....

Most Important Segment of the "Greater Philadelphia Outside Market Area"

The hard working salesman welcomed into 9 out of every 10 Norristown area homes every day! The salesman with the only appeal that really *moves* the goods here . . . local selling!

Norristown is the most important segment of the rapidly expanding Greater Philadelphia area, and the Times Herald is the selling power here because it is the newspaper on the inside!

Norristown Times Herald

NORRISTOWN • MONTGOMERY COUNTY • PENNSYLVANIA

Represented Nationally By The Julius Mathews Special Agency

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PENNSYLVANIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Greenville	.....	.....	9.4	.0060	3.0	16,903	.0112	4,429	1,382	1,019	3,332	376	*	15,966	.0072	1,699	5,322	.0081	135
Grove City	.....	.....	7.6	.0049	2.4	12,573	.0083	3,302	938	874	3,975	220	*	12,787	.0058	1,683	5,328	.0064	131
Mifflin	D3	.....	44.2	.0285	12.6	38,944	.0257	10,829	3,746	2,141	6,394	1,041	.....	58,694	.0267	1,328	4,658	.0260	94
Lewistown	.....	.....	14.1	.0091	4.5	26,657	.0176	7,107	3,565	2,026	4,386	892	5,640	23,298	.0106	1,652	5,177	.0124	136
Monroe	G2	.....	34.6	.0223	10.2	38,561	.0255	9,097	5,090	1,083	7,367	839	*	46,466	.0210	1,343	4,555	.0226	101
Stroudsburg-East Stroudsburg	.....	.....	*18.9*	*.0090*	*4.1*	*26,075*	*.0172*	*6,814*	*4,380*	*659*	*5,429*	*597*	*	*20,476*	*.0093*	*1,473*	*4,994*	*.0116*	*129*
Stroudsburg	.....	.....	6.5	.0042	1.9	17,513	.0116	3,814	4,185	354	4,618	423	.....	9,533	.0043	1,467	5,017	.0065	155
Montgomery	F4	103	365.0	.2357	99.1	356,160	.2355	104,895	24,910	17,226	68,975	10,371	.....	625,472	.2838	1,714	6,312	.2887	110
Lower Merion Township	.....	.....	50.2	.0324	14.8	55,536	.0367	14,767	599	2,223	16,740	2,502	4,523	118,597	.0538	2,362	8,013	.0444	137
Norristown	.....	.....	39.6	.0256	9.5	51,348	.0340	12,576	6,790	3,688	6,546	1,511	14,766	62,967	.0286	1,590	6,628	.0296	116
Pottstown	.....	.....	23.4	.0151	6.8	38,355	.0253	8,577	2,792	2,906	9,119	1,265	13,107	36,127	.0164	1,544	5,313	.0188	125
Jenkintown	.....	.....	5.3	.0034	1.6	23,655	.0157	5,340	470	494	4,562	562	3,189	11,622	.0052	2,193	7,264	.0080	235
Lansdale	.....	.....	10.2	.0066	3.1	16,297	.0108	3,900	472	1,451	3,789	474	*	19,057	.0087	1,868	6,147	.0089	135
Abington Township	.....	.....	29.7	.0192	8.6	13,429	.0088	3,572	66	363	5,666	557	2,333	56,413	.0256	1,899	6,560	.0193	101
Cheltentown Township	.....	.....	23.5	.0151	6.6	12,546	.0083	2,730	163	214	1,497	624	*	54,788	.0248	2,331	8,301	.0179	119

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

94% of the families in MONROE COUNTY, Pa. Regularly Read

The Daily Record

STROUDSBURG — EAST STROUDSBURG, PA.

These same families spent

$38,561,000.00

in retail purchases in 1951

Full Circulation Coverage at one cost is yours thru this County Newspaper

. . . and on the air —

Your advertising will receive WIDE LISTENER ATTENTION Where People Tune In On

WVPO

840 On The Dial

A Daytime Station With Plenty of Punch

BUSINESS IS BOOMING IN BETHLEHEM!

UP! UP! UP! Retail sales are up 15.9%
Food sales are up 20% Drug sales up 32.6%

Here are just a few of the great gains of 1951 over 1950 for big, busy Bethlehem.

These soaring sales quickly explain why more and more advertisers (bless 'em) are going after their share of this prosperous market . . . why THE BETHLEHEM GLOBE-TIMES BROKE FOUR REVENUE AND LINEAGE RECORDS DURING '51.

Get your share of this prime Pennsylvania market. Tell your sales story in the only newspaper that covers it — The Bethlehem Globe-Times.

THE BETHLEHEM GLOBE-TIMES

ROLLAND L. ADAMS, *President* — DE LISSER, INC., *National Representatives*

PENNSYLVANIA — (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Montour	E3		16.3	.0105	3.7	8,638	.0057	2,443	606	344	1,963	317		15,604	.0071	957	4,217	.0074	70
Northampton	F3	4	188.0	.1213	52.9	206,712	.1367	62,557	15,312	13,284	31,525	5,080		307,620	.1396	1,636	5,815	.1351	111
2▲Bethlehem			67.5	.0436	18.7	78,329	.0518	22,805	4,062	4,945	15,860	2,643	16,913	125,026	.0568	1,852	6,686	.0526	121
▲Easton			35.2	.0227	10.4	72,857	.0482	19,548	8,530	5,833	9,361	1,641	22,638	64,139	.0291	1,822	6,167	.0335	148
Northumberland	E3		117.7	.0760	33.8	102,577	.0678	28,919	9,247	6,399	19,870	2,728		138,088	.0626	1,173	4,085	.0688	88
Sunbury			15.7	.0102	5.0	26,170	.0173	5,472	2,955	2,222	6,331	788	7,223	21,810	.0099	1,389	4,362	.0122	120
Shamokin			17.0	.0109	5.1	25,310	.0167	6,277	2,866	2,175	3,656	812	5,132	24,674	.0112	1,451	4,838	.0128	117
Mount Carmel			14.4	.0093	4.1	14,791	.0098	4,256	2,200	715	2,108	460	5,766	17,560	.0079	1,219	4,283	.0087	94
Perry	D3		25.3	.0163	7.2	16,542	.0110	4,329	723	391	2,755	250		17,967	.0082	710	2,495	.0107	86
Philadelphia	G4	103	2,109.7	1.3619	606.3	2,387,718	1.5788	544,628	473,382	137,085	256,870	62,346		4,070,840	1.8469	1,930	6,714	1.6695	123

2 Bethlehem is in Lehigh and Northampton Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
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Sunbury, Pa. . . . . Sales and Saturation

Here's the *Market*:

Sunbury's retail sales 71% above average . . . food 54% . . . general merchandise 62% . . . furniture-household 179% . . . automotive 133% . . . drugs 72%.

	Per Capita Averages		
	Sunbury	U.S.A.	Pa.
Retail Sales	$1,667	$976	$988
Food	348	235	257
General Mdse.	188	116	134
Furn.-Hshld.	142	51	54
Automotive	403	173	159
Drug	50	29	19

Here's the *Circulation*:

Complete coverage of the city . . . more than 13,600 daily in the surrounding area — total 19,600.

Sunbury Daily Item

SUNBURY, PA.

Represented by THE JULIUS MATHEWS SPECIAL AGENCY, INC.

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FACT... Not Fancy Claims





*MORE ADVERTISERS BUY MORE LOCAL TIME ON WIP THAN ANY OTHER NETWORK STATION IN PHILADELPHIA

Where It Pays to advertise

That's why WIP enjoys more and more year-after-year renewals from the nation's leading as well as Philadelphia's most successful advertisers.

INSURE THE SUCCESS OF YOUR NEXT CAMPAIGN

. . . BUY WIP

Represented Nationally By

EDWARD PETRY & COMPANY, INC.

WIP 5000 WATTS . . . MUTUAL AFFILIATE . . . PHILADELPHIA'S PIONEER VOICE

* Local and National

610 *on the dial*

LET'S GO FISHIN'.... FOR SALES...
In The Rich Oil City, Pa. Market*



STREAMS FRESHLY STOCKED

Local store shelves are continually stocked with merchandise arriving by truck and train from 3 states, for A & P with 6 stores, Loblaws —3, Red & White—27, Krogers—1, Golden Dawn—14, Nationwide—7 and Super Value—1. These plus many local independents represent a total of over twenty seven million dollars in food sales.*

* Sales Management Survey of Buying Power.

NO LIMIT ON CATCH

In Oil City, Pa. . . . city lines don't mean a thing because the local market covers a radius of 35 miles. The Oil City newspapers cover this market of 115,000 buyers *exclusively*. Start getting your share of these customers now by using the Derrick-Blizzard in your advertising campaign . . . This is a "High-Spot" market.

The Morning **DERRICK** OIL CITY, PA.

The Evening **BLIZZARD** OIL CITY, PA.

REPRESENTED BY JULIUS MATHEWS SPECIAL AGENCY

*RATED 7th IN PENNA. IN PERSONAL PROPERTY-PURCHASING POWER

PENNSYLVANIA — (Continued)

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▲Philadelphia	.....	.....	2,109.7	1.3619	606.3	2,387,718	1.5788	544,628	473,382	137,085	256,870	62,346	2,362,943	4,070,840	1.8469	1,930	6,714	1.6695	123
Pike	G2	.....	8.7	.0056	2.9	6,382	.0042	1,982	221	126	291	65	.....	10,338	.0047	1,188	3,565	.0047	84
Potter	C1	.....	16.9	.0109	5.1	15,133	.0100	3,878	842	1,663	4,075	197	.....	17,740	.0080	1,050	3,478	.0092	94
Schuylkill	F3	.....	200.6	.1295	55.9	160,842	.1064	47,322	12,383	11,166	30,226	3,395	.....	241,593	.1096	1,204	4,322	.1129	87
Pottsville	.....	.....	23.6	.0152	6.8	41,485	.0275	6,700	7,137	4,713	7,735	1,008	21,101	38,260	.0174	1,621	5,626	.0200	132
Shenandoah	.....	.....	15.8	.0102	4.4	19,525	.0129	4,843	1,266	1,447	2,893	603	*	20,251	.0092	1,282	4,603	.0105	101
Tamaqua	.....	.....	11.6	.0075	3.5	15,315	.0101	4,123	608	1,208	3,917	323	1,547	17,909	.0081	1,544	5,117	.0086	115
Mahanoy City	.....	.....	10.9	.0070	3.2	11,527	.0076	3,985	1,110	406	1,378	265	*	14,638	.0067	1,343	4,574	.0070	109
Snyder	D3	.....	23.4	.0150	6.3	12,933	.0085	2,944	875	458	2,688	189	.....	17,347	.0079	741	2,753	.0095	63
Somerset	B4	67	82.5	.0533	22.5	63,025	.0417	16,361	7,971	3,518	11,728	1,019	.....	96,790	.0439	1,173	4,302	.0451	85
Somerset	.....	.....	6.0	.0039	1.7	19,268	.0128	3,311	1,172	1,485	4,366	360	2,522	8,155	.0037	1,359	4,797	.0065	167
Sullivan	E2	.....	6.7	.0043	1.8	4,198	.0028	1,464	207	382	425	34	.....	5,377	.0025	803	2,987	.0030	70
Susquehanna	F1	.....	32.0	.0206	9.1	22,635	.0149	7,045	1,183	879	3,312	235	.....	27,675	.0125	865	3,041	.0148	72
Tioga	D1	.....	36.0	.0233	10.5	29,360	.0194	6,684	2,730	961	6,895	473	.....	33,340	.0152	926	3,175	.0181	78
Union	E3	.....	23.8	.0153	5.9	14,185	.0094	3,593	648	388	2,854	346	.....	21,301	.0096	895	3,610	.0107	70
Venango	B2	.....	68.1	.0427	18.6	55,336	.0366	15,644	4,897	3,082	13,345	1,174	.....	91,825	.0417	1,389	4,937	.0404	95
Oil City	.....	.....	19.9	.0129	6.1	29,378	.0194	7,887	2,572	1,869	7,530	681	4,987	32,882	.0149	1,652	5,390	.0158	122
Franklin	.....	.....	10.2	.0065	3.2	16,473	.0109	4,663	1,874	997	3,434	399	*	16,065	.0073	1,575	5,020	.0082	126
Warren	B1	.....	43.0	.0278	12.1	52,422	.0347	11,028	17,850	1,985	5,888	830	.....	50,448	.0229	1,173	4,169	.0274	99
Warren	.....	.....	14.9	.0097	5.0	40,109	.0265	6,599	17,313	1,351	4,969	602	15,217	19,786	.0089	1,328	3,957	.0143	147
Washington	A4	105	211.8	.1367	59.8	185,658	.1227	53,769	22,479	9,337	35,184	4,739	.....	258,274	.1171	1,219	4,319	.1227	90
Washington	.....	.....	26.2	.0169	7.8	48,732	.0322	12,785	6,754	2,798	7,687	1,767	10,152	45,292	.0206	1,729	5,807	.0233	138
Charleroi	.....	.....	10.0	.0064	2.9	26,504	.0176	5,411	4,069	2,234	6,723	504	*	16,985	.0077	1,699	5,857	.0104	161
Canonsburg	.....	.....	12.2	.0079	3.6	18,198	.0120	5,133	768	1,479	3,943	485	*	21,090	.0096	1,729	5,858	.0100	127
Donora	.....	.....	11.9	.0077	3.6	12,587	.0083	4,047	1,164	724	2,506	493	*	17,822	.0081	1,498	4,951	.0081	166
Wayne	G1	.....	28.7	.0185	8.2	25,558	.0169	6,204	1,669	992	3,117	403	.....	31,913	.0145	1,112	3,892	.0160	86
Honesdale	.....	.....	5.7	.0037	1.9	13,407	.0089	3,078	853	832	2,090	261	1,544	7,478	.0033	1,312	3,936	.0050	135
Westmoreland	B3	105	319.0	.2059	88.3	283,797	.1877	83,588	23,807	16,713	53,950	6,300	.....	438,341	.1989	1,374	4,964	.1969	96
New Kensington-Arnold	.....	.....	37.4	.0241	10.5	53,307	.0353	14,727	4,233	2,580	12,134	1,499	*	70,761	.0321	1,892	6,739	.0314	130

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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The Philadelphia Inquirer

published

36,894,000 *lines*

of Advertising in 1951...

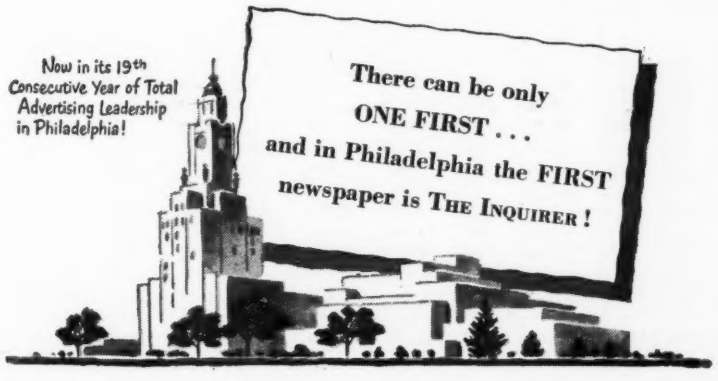
THE ONLY PHILADELPHIA NEWSPAPER TO SHOW A GAIN...

A gain of 875,000 lines over 1950

A lead of 6,735,000 lines over Philadelphia's 2nd newspaper . . . and the largest volume of advertising ever published by any Philadelphia newspaper in any one year!

THE INQUIRER IS FIRST IN EVERY MAJOR ADVERTISING CLASSIFICATION!

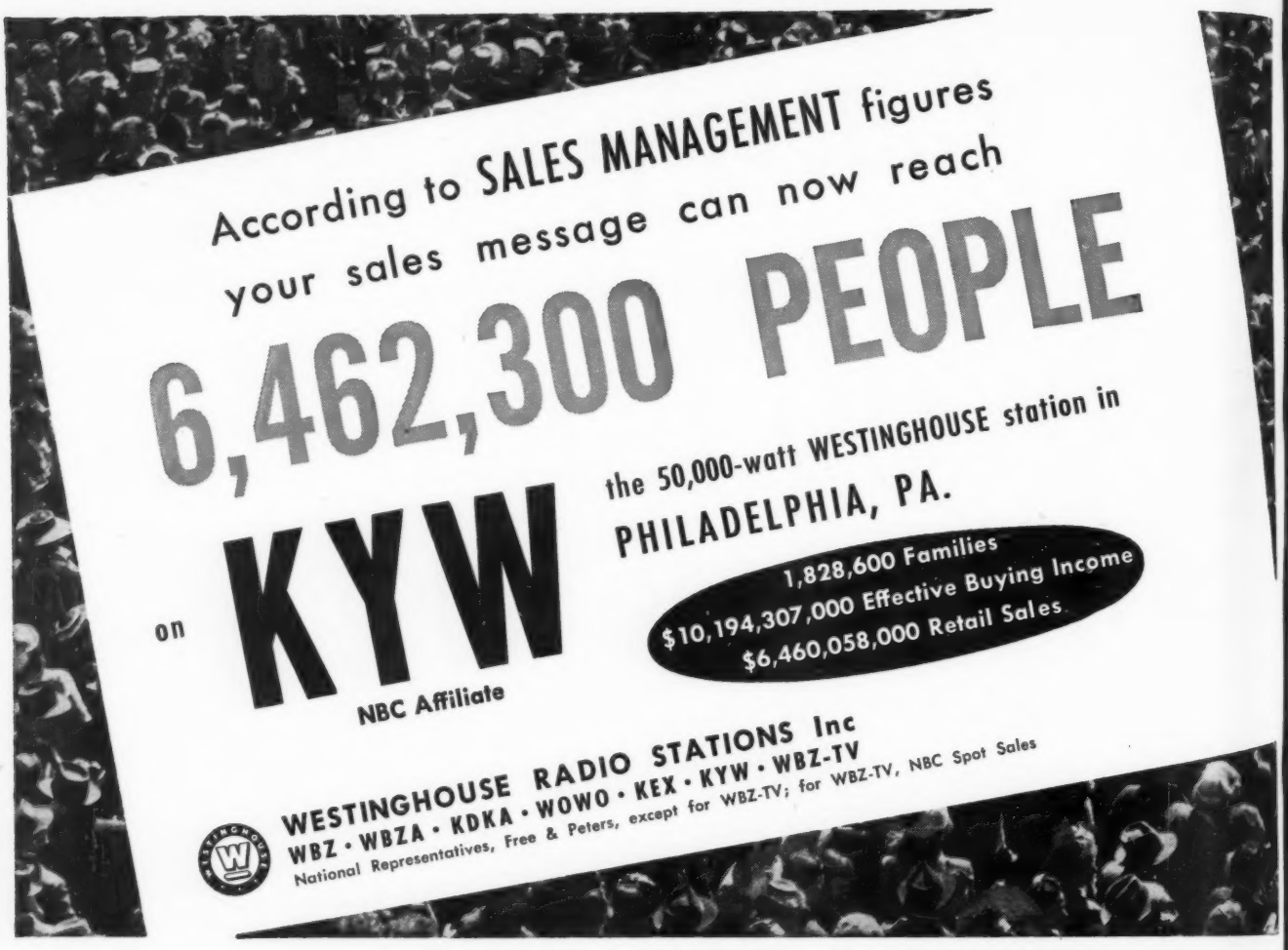
FIRST in National advertising!
FIRST in Retail advertising!
FIRST in Classified advertising!
FIRST in TOTAL advertising!



The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

Exclusive Advertising Representatives: **ROBERT T. DEVLIN, JR.**, Empire State Bldg., N.Y.C., Longacre 5-5232; **EDWARD J. LYNCH**, 20 N. Wacker Drive, Chicago, Andover 3-6270; **GEORGE S. DIX**, Penobscot Bldg., Detroit, Woodward 5-7260. *West Coast Representatives:* **FITZPATRICK & CHAMBERLIN**, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259



PENNSYLVANIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Greensburg			17.5	.0113	5.1	47,138	.0311	8,522	6,827	4,438	9,126	969	12,716	35,385	.0161	2,022	6,938	.0196	173
New Kensington			25.7	.0166	7.5	46,418	.0307	11,242	4,040	2,467	11,665	1,347	*	48,816	.0221	1,899	6,509	.0236	142
Jeannette			16.5	.0106	4.8	21,338	.0141	7,619	1,221	2,169	2,856	468	*	28,027	.0128	1,699	5,839	.0127	120
Latrobe			12.2	.0079	3.4	20,138	.0134	5,114	2,289	1,916	4,004	408	1,914	22,413	.0101	1,837	6,592	.0106	134
Monessen			18.1	.0117	5.2	19,294	.0127	6,449	881	1,563	3,633	585	*	24,872	.0113	1,374	4,783	.0118	101
Vandergrift			9.9	.0064	2.8	13,389	.0089	3,335	772	763	4,390	337	1,710	17,273	.0079	1,745	6,169	.0079	120
Wyoming	F2		16.9	.0109	4.9	15,463	.0102	3,797	509	464	2,713	156	.....	18,521	.0084	1,096	3,780	.0094	86
York	E4	161	208.2	.1344	61.3	195,994	.1296	49,062	19,610	13,662	33,286	3,378	.....	344,019	.1561	1,652	5,612	.1438	107
▲York			61.4	.0396	19.0	90,962	.0601	19,567	15,521	6,808	14,538	2,160	62,906	121,314	.0550	1,976	6,385	.0534	135
Hanover			14.6	.0094	4.6	27,560	.0182	4,976	3,224	2,431	4,835	558	*	24,564	.0111	1,682	5,340	.0129	137
Total Above Cities			5.573.0	3.5974	1,617.5	7,637,261	5.0499	1,814,222	1,267,406	480,207	1153,789	201,388	4,699,666	10,124,890	4.5936	1,817	6,260	4.5301	126
State Total			10,687.2	6.8985	3,019.4	10,563,141	6.9848	2,745,385	1,433,454	583,085	1689,342	258,419	.....	16,428,073	7.4534	1,537	5,441	7.2018	104
Per Capita Sales			.....	.....	.....	988	.....	257	134	55	158	24	.....	.....	.....	.....	.....	.....	.....
Per Family Sales			.....	.....	.....	3,498	.....	909	475	193	559	86	.....	.....	.....	.....	.....	.....	.....

PENNSYLVANIA — SM Standard Metropolitan County Areas

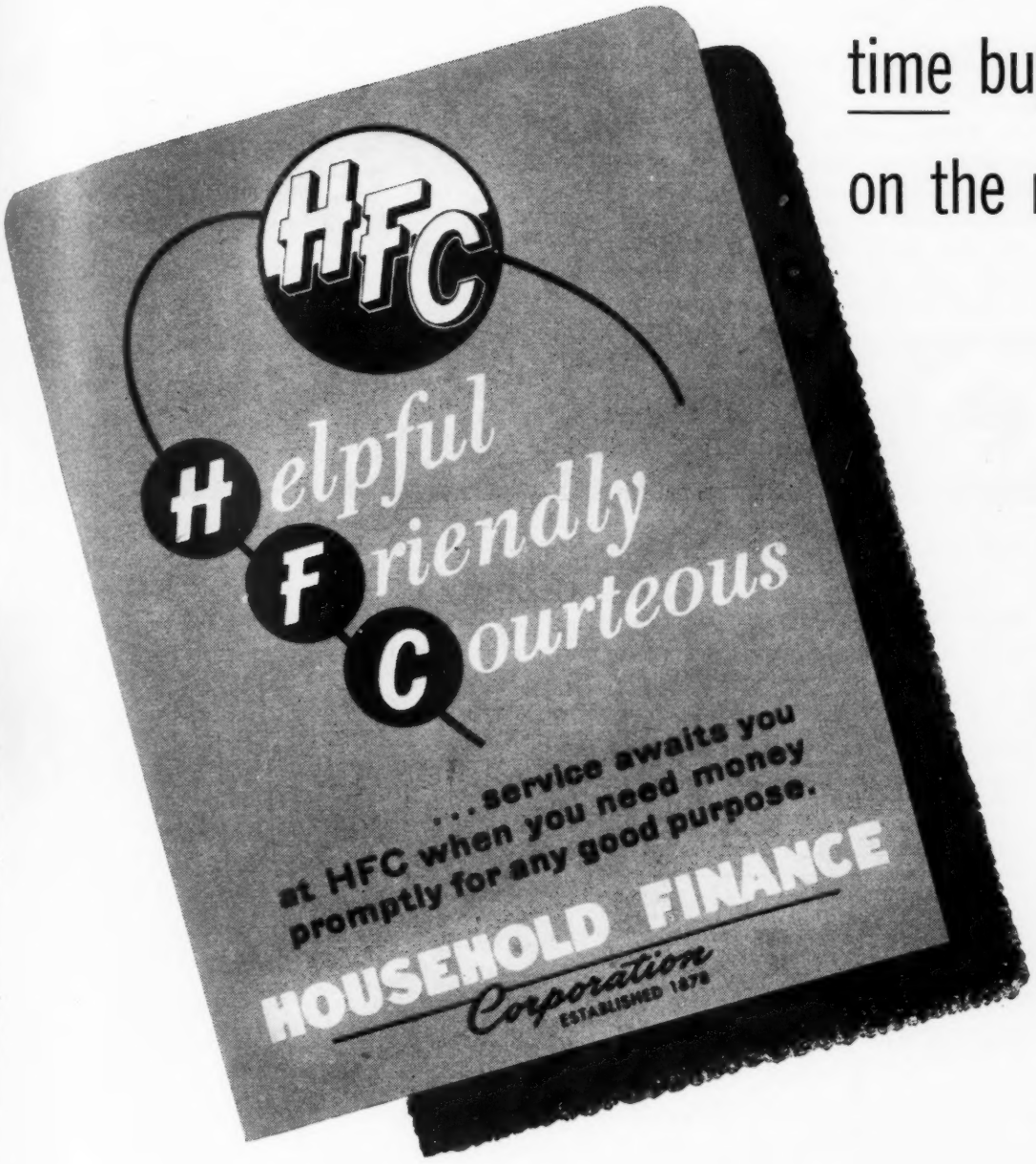
Allentown-Bethlehem-Easton		4	445.5	.2876	127.0	481,398	.3183	124,203	46,834	32,706	83,698	9,664	.....	699,061	.3172	1,569	5,504	.3116	110
Altoona		5	140.8	.0909	40.7	133,416	.0882	41,382	15,478	10,037	19,504	2,834	.....	180,464	.0819	1,282	4,434	.0856	94
Erie		45	226.2	.1462	64.8	257,520	.1703	65,772	27,972	15,080	46,154	5,296	.....	356,267	.1616	1,575	5,498	.1611	110
Harrisburg		59	300.2	.1937	87.5	318,725	.2108	72,884	35,571	18,751	57,895	9,938	.....	487,693	.2213	1,625	5,574	.2127	110
Johnstown		67	294.0	.1898	78.1	243,601	.1611	66,444	42,747	13,083	40,541	4,135	.....	364,470	.1653	1,240	4,667	.1689	85
Lancaster		72	240.0	.1549	67.6	238,960	.1580	49,648	23,381	12,864	43,258	4,734	.....	385,233	.1748	1,605	5,699	.1658	107
△New Castle		178	107.2	.0692	30.5	100,901	.0667	28,293	8,989	7,185	17,472	2,224	.....	152,258	.0690	1,420	4,992	.0694	99
Philadelphia		103	3,771.2	2.4343	1,063.4	3,803,043	2.5145	956,526	552,430	212,463	526,558	102,061	.....	6,500,052	2.9491	1,724	6,113	2.7158	112

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 35

Best time buy on the market



In 1926—26 years ago—Household Finance Corporation placed its first advertising with WCAU in Philadelphia.

It's been placing it with WCAU every year since—over a quarter-century of uninterrupted advertising. A letter from Household Finance Corporation says:

"This radio expenditure with WCAU during the last 26 years has been a very important factor in Household Finance Corporation's growth."

The new Household Finance contract calls for a concentrated spot campaign of more than 1000 spot announcements. That's convincing evidence of Household Finance Corporation's faith in WCAU.

Here again, then, is proof—proof that it's profitable to advertise on WCAU.

WCAU

The Philadelphia Bulletin Station
CBS Affiliate • 50,000 watts
Represented by CBS Radio Spot Sales

We Do This Every Day!



AT KQV, it's a 24-hour-a-day job aggressively promoting in the right places for its advertisers. Carefully planned promotion—newspaper, dealer contests and special theater tie-ins—is one reason why our rating and our local and national billing are consistently high. Spot revenue-wise, KQV is among the top five Mutual stations of the nation.

KQV Pittsburgh's Aggressive Radio Station
5000 W - 1410 KC
Basic Mutual Network • Natl. Reps., WEED & CO.

PENNSYLVANIA — SM Standard Metropolitan County Areas — (Continued)

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Pittsburgh		105	2,251.5	1.4533	635.7	2,418,080	1.5989	681,408	384,980	114,808	389,713	64,999		3,703,464	1.6803	1,645	5,826	1.6103	111
Reading		113	260.0	.1678	75.9	274,155	.1813	63,111	25,830	17,934	49,016	5,429		413,419	.1876	1,590	5,454	.1818	108

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Before using these figures, see explanation page 15.

Sales Management's

1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1952).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated

PRICE: $3.50 a single copy; $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

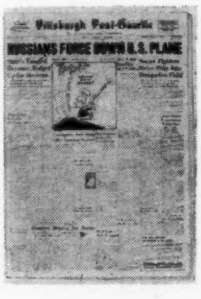
In Pittsburgh you can get



only in the

POST-GAZETTE

ONLY THE POST-GAZETTE offers the dramatic, smashing impact of superb two, three and four-color advertising from 1,000 lines up. And the Post-Gazette delivers 78,000 MORE circulation than the one other Pittsburgh newspaper which offers only one color and black.



REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

THE SCRANTON MARKET WILL GIVE YOU THE GREATEST RETURN WHEN REACHED BY THE SCRANTON TIMES!

HERE IS THE PROOF:---

75% OF ALL THE NATIONAL ADVERTISING

THAT APPEARS IN SCRANTON'S DAILY NEWSPAPERS IS PUBLISHED BY

The Scranton Times

SCRANTON, PENNA.

GEORGE A. McDEVITT CO., National Representatives • New York, Chicago, Philadelphia, Detroit

PENNSYLVANIA — SM Standard Metropolitan County Areas — (Continued)

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Scranton	.....	130	256.0	.1653	72.7	231,504	.1531	66,312	25,584	14,453	27,927	5,118	.....	375,430	.1703	1,467	5,164	.1641	99
Wilkes-Barre-Hazleton	.....	157	392.4	.2533	108.3	344,552	.2278	93,204	42,224	21,631	50,721	6,813	.....	551,420	.2502	1,405	5,092	.2441	98
△Williamsport	.....	187	103.4	.0667	30.9	100,267	.0663	28,177	10,649	5,521	18,509	2,456	.....	153,300	.0695	1,483	4,961	.0680	102
York	.....	161	208.2	.1344	61.3	195,994	.1296	49,062	19,610	13,662	33,286	3,378	.....	344,019	.1561	1,652	5,612	.1438	107

RHODE ISLAND — Counties and Cities —

(Other New England States: Connecticut, p. 225; Maine, p. 328; Massachusetts, p. 336; New Hampshire, p. 406; Vermont, p. 581.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Central Falls	Providence	24.4	112	13	15	5	9
Cranston	Providence	56.8	137	16	14	12	29
East Providence	Providence	36.8	108	6	15	19	13
Newport	Newport	33.4	131	11	25	17	16
Pawtucket	Providence	83.6	303	23	55	38	44
Providence	Providence	250.0	1,138	94	210	131	150
Warwick	Kent	45.6	147	16	6	14	10
West Warwick	Kent	20.1	99	17	23	12	12
Westerly	Washington	13.3	55	9	9	13	6
Woonsocket	Providence	51.7	212	27	42	25	16

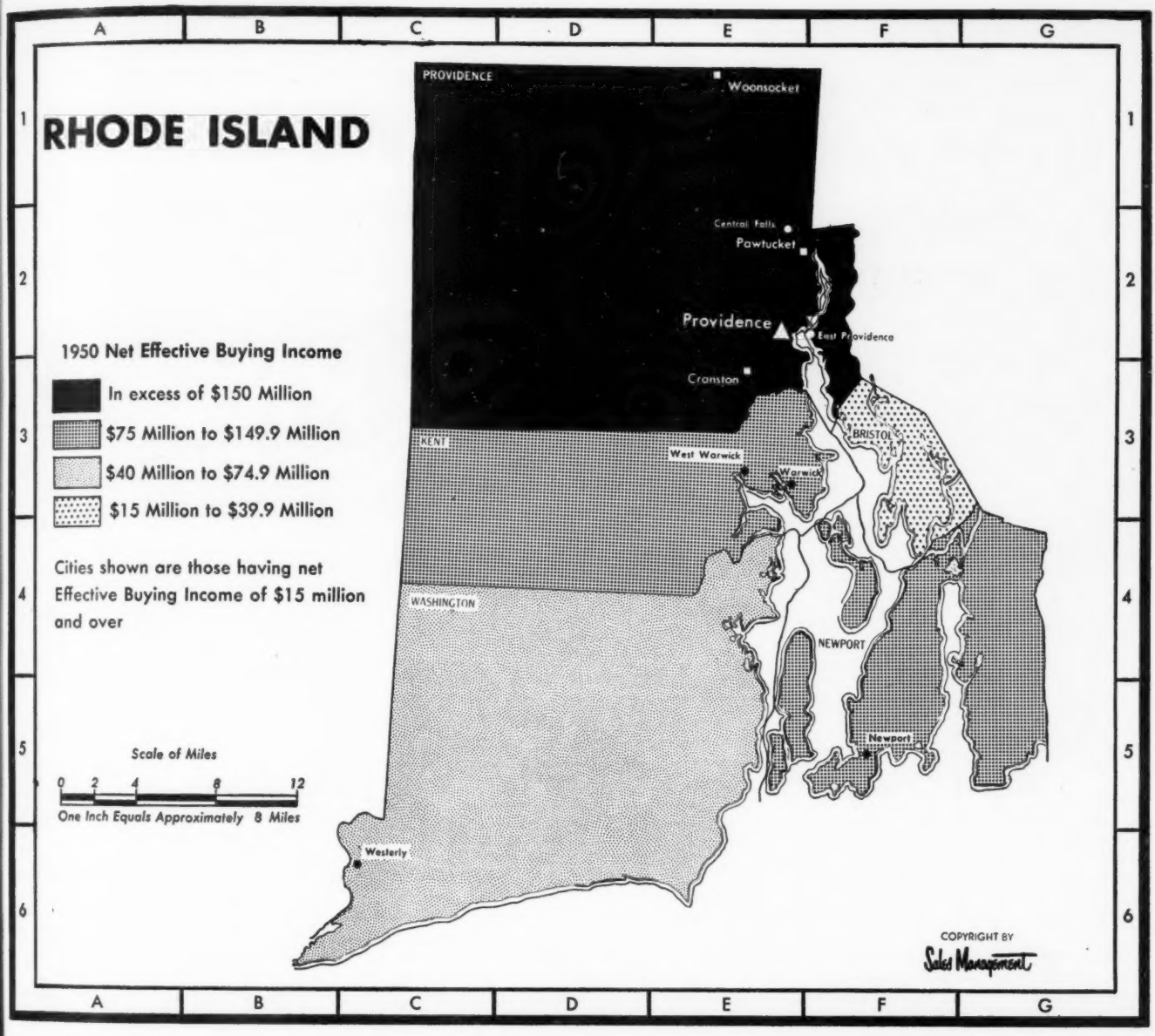
AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bristol	F3	109	30.1	.0193	8.5	16,166	.0107	5,698	562	1,448	2,694	662	.....	38,318	.0174	1,273	4,508	.0157	81
Kent	C3	109	82.4	.0532	23.9	51,971	.0344	15,638	1,675	2,612	8,040	1,610	.....	94,728	.0430	1,150	3,964	.0425	80
West Warwick	.....	.....	20.1	.0130	5.5	23,118	.0153	6,468	1,114	1,957	3,163	720	4,731	19,982	.0091	994	3,633	.0117	90
Warwick	.....	.....	45.6	.0294	13.2	16,605	.0110	5,074	333	117	2,873	570	919	62,303	.0282	1,366	4,720	.0233	79
Newport	F4	.....	66.2	.0428	18.5	41,033	.0271	15,307	1,922	1,560	5,862	1,630	.....	129,496	.0588	1,956	7,848	.0403	106
Newport	.....	.....	40.4	.0261	9.8	30,099	.0199	10,559	1,907	1,384	4,886	1,194	*	77,295	.0351	1,913	7,887	.0287	110

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

© SM, 1952.

Turn to page 623 for Canadian data



ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The NEWPORT, R. I. Market . . .

where the city is the Richest in the State, and the Trading Area is Richer than the City . . .

Newport's $1,913 per capita income tops every city in Rhode Island. Newport County . . . with $1,956 per capita . . . tops every city and county in the State. The News is the only daily newspaper published in Newport County . . . in Rhode Island's richest market . . . where the U.S. naval base and summer vacation trade add a big plus to the normal year-round business resulting from the living needs of the state's top-level consumers.

THE NEWPORT DAILY NEWS

Largest Circulation in southern Rhode Island

Represented by The Julius Mathews Special Agency, Inc.

LISTENERS ARE CUSTOMERS!
CUSTOMERS ARE BUYERS!
TO REACH THE MOST BUYERS, BUY BASIC... CBS ... WPRO AM & FM
PROVIDENCE · 630 KC · 5000 W

More New Englanders listen to..... WPRO than any other Rhode Island Station

REPRESENTED BY RAYMER

RHODE ISLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Providence	C1	109	590.2	.3810	172.1	622,880	.4118	159,794	65,110	33,026	100,672	21,477	.....	953,221	.4325	1,615	5,539	.4160	108
▲Providence	.....	.....	250.0	.1613	73.1	361,777	.2392	80,545	50,308	20,036	57,993	10,369	300,925	399,757	.1813	1,599	5,469	.1947	121
Pawtucket	.....	.....	83.6	.0540	25.8	98,716	.0653	23,906	7,108	6,811	18,334	3,746	29,228	135,021	.0613	1,615	5,233	.0610	113
Woonsocket	.....	.....	51.7	.0334	15.5	57,322	.0379	16,353	6,041	2,940	8,519	2,354	20,323	75,462	.0342	1,460	4,869	.0351	105
Cranston	.....	.....	56.8	.0367	15.1	27,677	.0183	11,056	505	705	4,062	1,913	2,268	106,722	.0485	1,879	7,068	.0371	101
East Providence	.....	.....	36.8	.0237	10.8	26,847	.0177	13,419	308	725	5,239	1,005	9,632	64,012	.0290	1,739	5,927	.0345	103
Central Falls	.....	.....	24.4	.0158	7.2	13,387	.0089	5,929	291	672	1,114	778	4,929	34,856	.0158	1,429	4,841	.0137	87

▲ and △ See end of state for Standard Metropolitan County Areas. © SM, 1952. Before using these figures, see explanation page 15.

PLUS Sales for You In Rhode Island's PLUS Market

Woonsocket average family spending exceeds the Rhode Island family average in every S.M. retail sales category:

Average Sales Per Family

	Woonsocket	Rhode Island	% LEAD
DRUGS	$152	$114	33%
FOOD	$1055	$888	19%
GEN. MDSE.	$389	$306	27%
TOTAL RETAIL	$3698	$3281	13%

Source: S.M. Survey of Buying Power '52

REACH this 100,000 — plus spending market with its one and only local daily, the —

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM
COVERS RHODE ISLAND'S PLUS MARKET

For a description of all the new features in this year's *Survey*, see introduction, starting on page 15.



FOR OPENING THE DOOR to a warm, friendly welcome to New England's Second Largest market, there is nothing to compare with the Providence Journal-Bulletin newspapers that for many years have been recognized among the most productive newspapers in the country.

Because of the completeness of their all-over coverage and the directness and intimacy of penetration, the Providence Journal-Bulletin newspapers are an operating necessity . . . the most far-reaching and cohesive sales force in this stable, compact and isolated market.

PROVIDENCE JOURNAL-BULLETIN

The Providence Journal **The Evening Bulletin** **The Providence Sunday Journal**

Represented Nationally by WARD-GRIFFITH Co., Inc.



WJAR—NBC NETWORK—WJAR-TV
PROVIDENCE, R. I.
Represented by WEED & COMPANY

IN SOUTHERN NEW ENGLAND

WJAR

CUTS SELLING COSTS . . . BY STRETCHING YOUR ADVERTISING DOLLAR THIS FAR . . .

The WJAR Market (Daytime)

Population 1,915,900	Families 597,700
Retail Sales	$1,792,978,000
Food	518,837,000
Genl. Merchandise	142,600,000
Furniture-Household-Radio	90,709,000
Automotive	282,170,000
Drug	50,415,000
Eff. Buying Income	2,986,154,000
Per Family Income	4,996

WJAR—WJAR-TV

RHODE ISLAND — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Washington	C4		49.5	.0319	13.3	36,732	.0243	11,713	2,508	1,921	5,278	1,367		55,367	.0251	1,119	4,163	.0282	82
Westerly			13.3	.0085	4.0	18,042	.0119	5,642	2,006	1,346	2,525	619	*	20,653	.0094	1,553	5,163	.0100	118
Total Above Cities			662.7	.4019	180.0	673,590	.4454	178,951	69,921	38,693	108,708	23,268	372,955	996,063	.4519	1,600	5,534	.4398	109
State Total			818.4	.5217	234.3	768,782	.5083	208,150	71,775	40,567	122,546	26,746		1,271,130	.5768	1,553	5,425	.5485	103
Per Capita Sales						939		250	88	50	150	33							
Per Family Sales						3,281		888	306	173	523	114							

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

WESTERLY . . . RHODE ISLAND

GIANT

Westerly is miles ahead of every Rhode Island market except Providence in retail sales activity . . . 40% above the national sales per capita.

That's because Westerly . . . as an important shopping center . . . dominates southwestern Rhode Island—plus an 8,000 population area in southeastern Connecticut. As a result, business in Westerly stores is 40% above average for a city the size of Westerly. Food stores are 80% over par! General merchandise sales show a 30% margin! Furniture-household 98%! Drugs 62%!

The Westerly Sun makes this a responsive market for your advertising . . . by going out daily over all shopping routes to reach . . . and sell . . . the families who buy here.

THE WESTERLY SUN Represented by The Julius Mathews Special Agency, Inc.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RHODE ISLAND — SM Standard Metropolitan County Area

AREA	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Providence	.....	109	702.7	.4535	204.5	691,017	.4569	181,130	67,347	37,086	111,406	23,749	.....	1,088,267	.4929	1,546	5,312	.4742	105

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; Maryland, p. 333; North Carolina, p. 448; Virginia, p. 585; West Virginia, p. 600.)

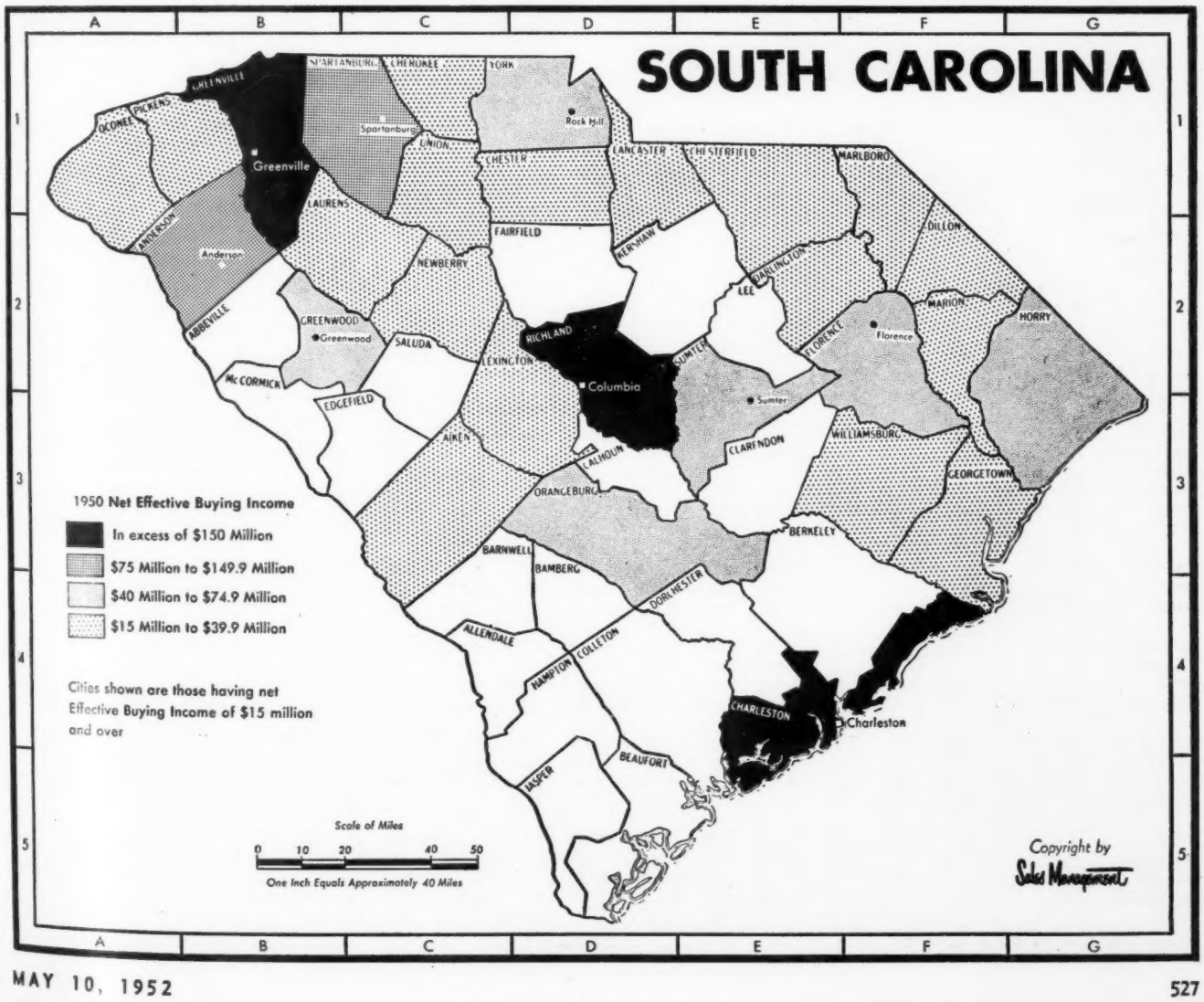
SOUTH CAROLINA — Counties and Cities

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Anderson	Anderson	19.9	68	9	23	30	10
Charleston	Charleston	71.5	343	23	71	39	39
Chester	Chester	7.0	27	7	7	12	4
Columbia	Richland	90.4	312	33	63	49	40
Conway	Horry	6.3	32	10	11	17	7
Florence	Florence	23.1	106	10	30	21	13
Gaffney	Cherokee	8.2	49	8	14	13	4
Georgetown	Georgetown	6.2	30	8	9	14	5
Greenville	Greenville	60.1	160	30	48	56	26
Greenwood	Greenwood	13.9	49	11	18	20	8
Greer	Greenville	5.2	21	10	11	13	4
Hartsville	Darlington	5.8	33	9	12	17	4
Lancaster	Lancaster	7.4	41	13	13	18	5
Laurens	Laurens	8.9	38	10	9	13	5
Newberry	Newberry	7.7	40	11	9	15	6
Orangeburg	Orangeburg	15.6	50	13	14	25	11
Rock Hill	York	25.4	105	11	22	24	7
Spartanburg	Spartanburg	37.8	112	22	31	43	15
Sumter	Sumter	20.3	93	12	18	18	11
Union	Union	9.8	31	11	10	13	4

Abbeville	B2	.....	22.8	.0147	5.8	10,872	.0072	3,301	1,130	978	1,609	383	.....	14,357	.0065	630	2,475	.0083	56
Aiken	C3	10	64.3	.0415	17.2	24,440	.0161	7,668	2,964	980	4,611	535	.....	53,451	.0243	831	3,108	.0252	61
Allendale	C4	.....	12.6	.0082	2.9	4,895	.0033	1,494	629	338	702	161	.....	7,054	.0032	550	2,432	.0042	51
Anderson	A2	.....	92.2	.0595	24.2	61,920	.0409	14,969	8,368	4,540	13,727	1,727	.....	86,304	.0391	936	3,566	.0437	73
Anderson	.....	.....	19.9	.0128	6.1	41,179	.0272	6,864	6,852	3,149	10,906	1,137	13,659	25,776	.0117	1,295	4,226	.0166	130
Bamberg	D3	.....	17.7	.0114	4.2	9,088	.0060	1,960	971	252	2,192	235	.....	12,240	.0056	692	2,914	.0069	61
Barnwell	C3	.....	21.3	.0137	5.2	6,640	.0044	1,711	1,107	255	1,274	222	.....	18,450	.0083	866	3,548	.0082	60

© SM, 1952.

Before using these figures, see explanation page 15.



with 22.8% of South Carolina's population,

THE BIG GREENVILLE MARKET* IS YOUR PERCENTAGE-WISE BUY!



26.5% of the RETAIL SALES
$364,916,480 — Sales Management Survey 5-10-52

32.1% of the COVERED EMPLOYMENT
106,701 People — S. C. Employment Sec. Comm. 6-31-51

33.8% of the COVERED WAGES
$279,405,494 — S. C. Employment Sec. Comm. 6-31-51

25.8% of the AUTOS and TRUCKS
137,597 Vehicles —
S. C. State Highway Dept. 1-31-52

Represented Nationally by WARD-GRIFFITH COMPANY, INC.

*484,184 PEOPLE comprise Greenville's A. B. C. City and Retail Trading zone. They make up S. C.'s most profitable market. We invite your comparison of the Greenville, Columbia, and Charleston markets by every *authentic* measurement.

The Greenville News
MORNING & SUNDAY
GREENVILLE PIEDMONT
EVENING
Operators of WFBC - NBC - 5000 Watts



SOUTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

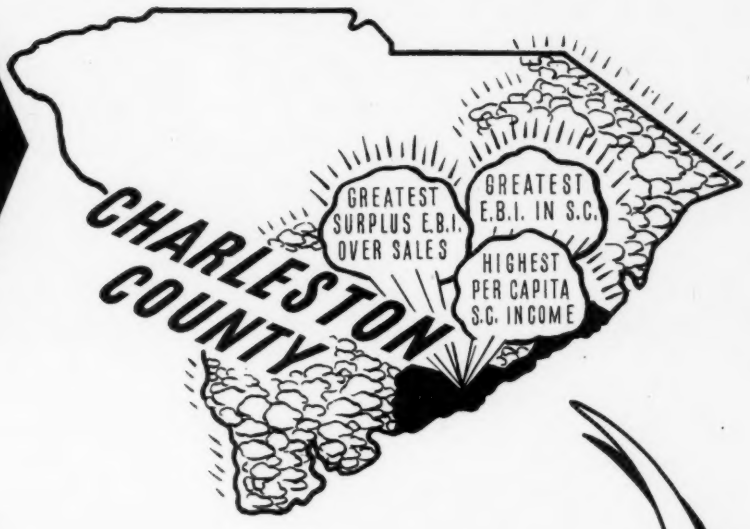
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Beaufort	D5		27.9	.0181	6.8	11,478	.0076	3,200	1,669	584	3,003	252		16,120	.0074	578	2,480	.0090	83
Berkeley	E3		31.3	.0202	6.8	8,130	.0054	2,858	1,145	453	1,896	120		12,338	.0056	394	1,814	.0085	42
Calhoun	D3		14.9	.0096	3.5	4,903	.0032	1,474	722	201	1,129	154		9,264	.0042	622	2,647	.0050	82
Charleston	E4	24	167.5	.1081	45.5	135,000	.0893	35,532	12,204	8,536	28,179	4,263		224,317	.1017	1,339	4,930	.0983	92
▲Charleston			71.5	.0462	21.3	105,008	.0695	22,850	11,039	8,288	25,475	3,303	68,822	111,380	.0505	1,558	5,229	.0653	120
Cherokee	C1		35.6	.0230	8.7	17,274	.0114	4,886	1,905	1,323	2,652	439		22,736	.0103	639	2,613	.0132	57
Gaffney			8.2	.0053	2.4	14,042	.0092	3,391	1,602	1,125	2,469	356	*	6,317	.0029	770	2,632	.0053	100
Chester	C1		33.1	.0213	8.2	19,542	.0129	6,287	1,957	1,097	3,390	516		25,798	.0118	779	3,148	.0140	66
Chester			7.0	.0045	2.0	12,879	.0086	2,671	1,506	797	2,639	350	*	6,307	.0029	901	3,154	.0049	100
Chesterfield	E1		36.7	.0237	8.4	18,201	.0121	3,949	1,904	881	4,815	562		24,098	.0109	657	2,869	.0138	68
Clarendon	E3		32.8	.0212	8.7	10,502	.0069	2,609	1,784	233	2,780	304		16,366	.0074	499	2,443	.0100	47
Colleton	D4		26.8	.0186	7.2	13,757	.0091	2,615	1,914	690	3,159	572		16,123	.0073	560	2,239	.0101	84
Darlington	E2		51.3	.0331	12.1	29,633	.0196	7,902	5,208	1,400	5,205	718		37,730	.0171	735	3,118	.0211	64
Hartsville			5.8	.0038	1.5	14,498	.0095	2,630	3,122	918	3,232	372	*	5,331	.0024	919	3,554	.0048	136
Dillon	F2		31.5	.0203	6.8	15,310	.0101	3,998	1,435	806	2,910	408		18,735	.0085	595	2,755	.0113	66
Dorchester	D4		23.2	.0150	5.7	10,241	.0068	3,222	1,303	409	1,870	386		11,969	.0055	516	2,100	.0078	82
Edgefield	B3		16.7	.0108	4.0	7,451	.0049	2,039	718	243	1,905	238		9,932	.0045	595	2,483	.0069	85
Fairfield	C2		22.0	.0142	5.1	8,886	.0059	2,221	2,303	269	1,667	256		12,909	.0058	587	2,531	.0075	53
Florence	E2		81.1	.0524	19.3	59,116	.0391	13,742	8,210	3,562	11,376	1,365		75,914	.0345	936	3,933	.0395	75
Florence			23.1	.0149	6.7	36,642	.0243	6,908	5,262	2,500	8,160	788	13,185	22,038	.0100	954	3,289	.0153	108
Georgetown	F3		32.6	.0210	7.6	17,373	.0115	5,237	1,384	900	4,242	570		23,097	.0105	708	3,039	.0129	81
Georgetown			6.2	.0040	1.8	12,257	.0081	2,973	1,070	581	3,396	375	1,362	6,725	.0030	1,085	3,736	.0047	110
Greenville	B1	57	173.4	.1119	47.3	167,610	.1108	35,844	22,089	11,648	35,814	4,944		210,935	.0957	1,216	4,460	.1035	92
▲Greenville			60.1	.0388	17.3	112,900	.0746	20,449	18,490	8,318	26,258	3,488	67,935	93,081	.0423	1,549	5,380	.0513	133
1Greer			5.2	.0033	1.5	12,710	.0084	2,868	2,106	1,695	7,618	545	*	7,644	.0034	1,470	5,096	.0049	149

1 Greer is in Greenville & Spartanburg Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

HERE'S THE SALES
GOLD MINE
OF SOUTH CAROLINA:



HERE'RE THE TOOLS
TO PRODUCE SALES:



HERE ARE THE FACTS:

Charleston County is the fastest growing county in South Carolina, according to the U. S. Census for 1950. Charleston County is also the richest area for sales in South Carolina. Here, where there is plenty of money to spend, your advertising dollars can get their fullest return.

Charleston County has the greatest Effective Buying Income of any county in South Carolina—$224,317,000

Charleston County has the greatest surplus E.B.I. over sales of any county in South Carolina—$89,317,000

Charleston County has the highest per capita income in South Carolina—$1,339 in the county—$1,558 in the city.

Your dividends when you advertise in the Charleston Evening Post and the News and Courier include not only complete coverage of this richest county in South Carolina, but also the Low country 18 county trading area which is more than one-third of the whole state. Vital statistics on this trading area show:

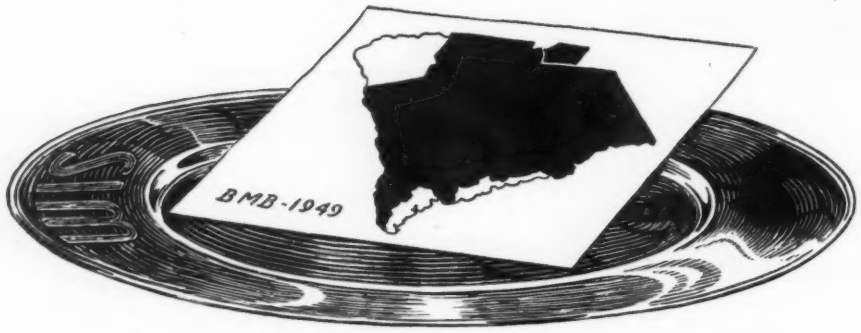
Population	798,400
Population, Families	190,400
Total retail sales	$453,919,000
Effective Buying Income	$657,242,000
Surplus E.B.I.	$203,323,000

Figures from Sales Management's Survey of Buying Power Estimates for 1951



COVERING AN 18 COUNTY TRADING AREA—MORE THAN 1/3 OF SOUTH CAROLINA!

THE JOHN BUDD CO., REPRESENTATIVES



South Carolina on a Silver Platter . . .

WIS with the lowest frequency in the state, 560 kilocycles, reaches 145,960 families in 40 of South Carolina's 46 counties. Of this total, 88,780 — or 60% — tune in WIS 6 or 7 days weekly.*

The 20-county retail trading area credited to Columbia (BBD&O) is the largest in the state in people — 886,700 — and in E.B.I. — $742,567,000.** 67% of these people tune in WIS 6 or 7 days weekly.

For sales RESULTS, let WIS, an NBC affiliate for 20 of its 21 years, carry YOUR sales message to the growing, diversified, industrial and agricultural market it COVERS!

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

*BMB, Spring 1949, Daytime
**Sales Management. 1952.

WIS 560 KC 5000 W COLUMBIA, S. C.

Represented nationally by Free & Peters.

No Other Station Serves South Carolina Like This!

SOUTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Greenwood	B2		42.2	.0273	11.3	36,192	.0239	8,618	4,478	2,699	7,450	1,265		47,629	.0216	1,129	4,215	.0234	86
Greenwood			13.9	.0090	4.1	26,551	.0176	5,605	2,385	2,283	6,667	1,030	2,881	18,851	.0086	1,356	4,598	.0114	127
Hampton	D4		18.6	.0120	4.5	6,936	.0046	1,689	1,072	310	1,896	225		11,063	.0050	595	2,458	.0063	53
Horry	G2		61.7	.0398	13.7	33,859	.0224	7,411	5,655	1,801	6,999	1,234		46,979	.0213	761	3,429	.0253	64
Conway			6.3	.0041	1.7	16,197	.0107	2,153	2,962	936	5,090	543	4,336	7,110	.0032	1,129	4,182	.0056	137
Jasper	D5		11.2	.0072	2.7	4,180	.0028	938	485	225	1,297	78		5,689	.0026	508	2,107	.0036	50
Kershaw	D2		32.6	.0211	7.7	15,962	.0105	4,750	2,034	641	3,412	440		16,819	.0076	516	2,184	.0112	53
Lancaster	D1		38.1	.0246	9.2	23,136	.0153	6,069	3,183	1,670	5,273	639		31,671	.0144	831	3,443	.0167	68
Lancaster			7.4	.0047	2.0	15,246	.0101	2,698	2,070	1,381	3,447	331	*	7,710	.0035	1,042	3,855	.0057	121
Laurens	B1		48.0	.0310	11.8	25,550	.0169	7,131	2,740	1,908	4,756	734		37,793	.0171	787	3,203	.0198	64
Laurens			8.9	.0058	2.5	11,939	.0079	2,716	971	910	3,103	311	5,148	8,330	.0038	936	3,332	.0054	93
Lee	E2		23.4	.0150	5.0	7,703	.0051	2,357	1,057	212	1,258	300		15,575	.0071	666	3,115	.0081	54
Lexington	C2		45.8	.0295	11.8	19,593	.0130	6,785	1,592	1,156	3,912	586		26,052	.0118	569	2,208	.0157	53
McCormick	B2		9.7	.0063	2.2	3,248	.0021	924	773	213	528	75		4,665	.0021	481	2,120	.0029	46
Marion	F2		34.1	.0220	7.9	19,482	.0129	4,446	2,604	1,444	2,839	701		24,161	.0110	709	3,058	.0138	63
Marlboro	F1		31.9	.0206	7.6	16,130	.0107	4,419	2,649	1,063	1,938	424		22,888	.0104	717	3,012	.0125	61
Newberry	C2		32.2	.0208	8.3	20,061	.0132	5,405	2,351	1,457	3,910	658		23,939	.0108	743	2,864	.0135	65
Newberry			7.7	.0049	2.2	13,078	.0086	3,195	1,384	840	3,075	469	3,106	5,525	.0025	718	2,511	.0048	98
Oconee	A1		39.9	.0257	9.6	18,148	.0120	4,437	2,804	1,375	3,761	408		23,731	.0108	595	2,472	.0141	55
Orangeburg	D3		70.4	.0455	16.3	36,321	.0241	8,958	4,026	1,774	9,635	1,076		54,867	.0249	779	3,366	.0288	63
Orangeburg			15.6	.0101	4.1	21,469	.0142	3,790	1,991	1,244	7,561	724	7,792	15,023	.0068	963	3,664	.0097	96
Pickens	A1		41.0	.0264	10.5	19,907	.0131	6,370	1,592	1,513	3,426	679		24,385	.0111	595	2,322	.0148	56
Richland	D2	31	149.3	.0964	37.6	146,483	.0969	27,216	15,836	8,602	36,720	4,621		192,047	.0871	1,286	5,108	.0919	95
▲Columbia			90.4	.0584	23.4	134,869	.0892	22,351	15,389	7,282	34,620	4,485	139,724	139,287	.0632	1,541	5,952	.0700	120
Saluda	C2		16.1	.0104	3.9	5,052	.0033	1,064	639	195	1,678	126		10,138	.0046	630	2,599	.0054	82

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

SOUTH CAROLINA'S NO. 1 MARKET!

Columbia

Is South Carolina's Largest City

and the home of

THE STATE and THE COLUMBIA RECORD

SOUTH CAROLINA'S LARGEST NEWSPAPERS

The State and The Columbia Record can sell the heart of South Carolina for you . . . with intensive coverage throughout 20 counties in this rich market of 783,400* people . . . more than twice the size of any market covered by any other South Carolina newspaper.

Here are some of the big volume sales available to you in The State and The Columbia Record market:

Retail Sales	$476,327,000*
Food Sales	110,205,000*
General Merchandise Sales	60,001,000*
Automotive Sales	102,421,000*
Drug Sales	13,759,000*
Net Effective Buying Income	647,481,000*

(*Source: Sales Management's 1952 Survey of Buying Power)

Get your share of these big volumes throughout this ever-growing market by selecting The State and The Columbia Record as your most effective salesmen.

Multiply the impact of your sales message by using a full color schedule in The State's Magazine Section, only Locally-Edited Color Magazine in the two Carolinas.

CIRCULATION: Morning and Evening, 98,325; Evening and Sunday, 103,770 (ABC, 9-30-51)

The State (Morning and Sunday) — The Columbia Record (Evening except Sunday)

REPRESENTED BY THE BRANHAM COMPANY

WSPA HAS 'EM ALL!

COVERAGE... Solid throughout the populous, wealthy, eager-to-buy 17 counties which constitute the rich, Carolina Piedmont (Spartanburg-Greenville) Area.

PENETRATION... As deep and sure as the Gamecock's spurs!

AUDIENCE...BMB Report No. 2 shows WSPA with the largest audience of any station in the area! 112,010 Daytime Total Weekly Audience Families!

SALESMANSHIP... It was born in us... Experience taught us the rest!

SHOWMANSHIP... Our know-how to program -- to mix the sweet and hot with the news and views...the thrillers with the top billers, local and network.



These are the things which have made WSPA the No. 1 CBS Station in the prosperous Spartanburg-Greenville Market!

FOR SALES THAT WILL KEEP ON ROLLING...
AIR YOUR WARES OVER
WSPA
SOUTH CAROLINA'S OLDEST STATION
SPARTANBURG, S. C.

Represented By:
John Blair & Co.
Harry E. Cummings
Southeastern Representative
Roger A. Shaffer
Managing Director
Guy Vaughan, Jr.
Sales Manager

No. 1 CBS Station For The Spartanburg-Greenville Market
5,000 Watts -- 950 On Your Dial

SOUTH CAROLINA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Spartanburg	B1		152.5	.0984	39.7	127,764	.0845	29,402	16,614	8,219	27,538	3,045		158,879	.0721	1,042	4,002	.0811	82
Spartanburg			37.8	.0244	10.9	86,672	.0573	11,513	11,871	6,592	24,484	2,324	60,037	57,902	.0263	1,532	5,312	.0352	144
1Greer																			
Sumter	E2		59.0	.0381	13.6	33,310	.0220	8,385	5,703	2,172	6,021	965		54,226	.0246	919	3,967	.0265	70
Sumter			20.3	.0131	5.9	28,203	.0187	6,184	4,198	2,057	5,704	831	*	23,277	.0105	1,147	3,945	.0135	103
Union	C1		31.8	.0206	7.7	17,655	.0117	5,421	2,350	921	2,868	646		29,765	.0135	936	3,866	.0144	70
Union			9.8	.0063	2.5	12,919	.0085	2,827	1,971	767	2,868	482	4,548	9,946	.0045	1,015	3,978	.0060	95
Williamsburg	F3		44.8	.0289	9.3	17,377	.0115	4,395	2,117	1,025	4,002	371		28,646	.0121	595	2,885	.0153	53
York	C1		74.3	.0479	17.9	52,163	.0345	13,878	5,415	4,234	8,716	1,319		61,763	.0280	831	3,450	.0339	71
Rock Hill			25.4	.0164	6.5	32,418	.0214	7,571	3,915	2,481	6,525	823	7,637	28,008	.0127	1,103	4,309	.0160	98
Total Above Cities			450.5	.2908	126.4	761,676	.5038	142,207	100,156	54,144	193,297	23,067	400,172	605,588	.2747	1,344	4,791	.3484	119
State Total			2,179.9	1.4070	538.7	1,378,474	.9115	339,186	170,772	85,207	289,940	39,925		1,911,607	.8673	877	3,549	.9685	70
Per Capita Sales						632		157	106	38	114	16							
Per Family Sales						2,559		630	317	158	538	74							

SOUTH CAROLINA — SM Standard Metropolitan County Areas

Charleston		24	167.5	.1081	45.5	135,000	.0893	35,532	12,204	8,536	28,179	4,263		224,317	.1017	1,339	4,930	.0993	92
Columbia		31	149.3	.0965	37.6	146,483	.0969	27,216	15,836	8,602	36,720	4,621		192,047	.0871	1,286	5,106	.0919	96
Greenville		57	173.4	.1119	47.3	167,610	.1108	35,844	22,089	11,648	35,814	4,944		210,935	.0957	1,216	4,460	.1035	92

SOUTH DAKOTA — Counties and Cities

(Other West North Central States: Iowa, p. 294; Kansas, p. 306; Minnesota, p. 370; Missouri, p. 381; Nebraska, p. 397; North Dakota, p. 464.)

South Dakota state map—p. 534

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Aberdeen	Brown	21.4	53	11	18	24	7
Brookings	Brookings	7.9	19	6	7	14	4
Huron	Beadle	12.9	32	6	14	9	5
Mitchell	Davison	12.3	31	10	11	16	5
Rapid City	Pennington	26.6	54	8	20	32	7
Sioux Falls	Minnehaha	53.9	117	11	28	40	20
Watertown	Codington	13.0	36	7	14	23	5
Yankton	Yankton	7.8	19	7	10	16	4

2Armstrong	C2																		
Aurora	E3		5.0	.0032	1.4	3,390	.0022	480	347	225	376	127		4,430	.0020	886	3,164	.0023	72
Beadle	E3		21.4	.0138	6.3	27,199	.0180	5,260	3,407	1,175	5,271	595		31,863	.0145	1,489	5,058	.0154	112
Huron			12.9	.0083	3.9	23,273	.0154	3,565	2,271	1,102	5,103	505	7,039	20,365	.0092	1,579	5,222	.0109	131
Bennett	B4		3.5	.0023	.9	2,570	.0017	480	214	*	*	44		2,830	.0013	809	3,144	.0016	70
Bon Homme	F4		9.3	.0060	2.9	9,051	.0060	1,139	699	592	1,261	259		11,697	.0053	1,258	4,033	.0057	96
Brookings	G3		18.2	.0118	5.0	18,830	.0125	4,110	1,891	494	3,573	429		23,126	.0104	1,271	4,625	.0113	96
Brookings			7.9	.0051	2.1	13,589	.0090	2,736	1,419	383	3,389	347	1,144	12,880	.0059	1,630	6,133	.0067	131

1 Greer is in Greenville and Spartanburg Counties.
2 Armstrong and Stanley Counties Combined.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.



HERE'S WHY

Advertising Stays-Where It Pays

On WNAX-570

COVERAGE

Big Aggie Land, 267 BMB counties in Minnesota, the Dakotas, Nebraska and Iowa, is served only by WNAX. In this world's richest agricultural area, 405,210 families listen to WNAX . . . 80% of them three to seven times every week.

MARKET

In 1951, folks in Big Aggie Land enjoyed a buying income of $4,092,488,000—greater than San Francisco, Cleveland, or Washington, D. C. Retail sales in Big Aggie Land totaled $3,462,941,000—greater than Los Angeles, Detroit or St. Louis.*

*Compiled from 1952 Sales Management Survey of Buying Power

COST

On the basis of a one-time Class A chainbreak, 5¢ buys 1,000 families. $1.00 gets you 20,000 radio homes.

OMPLETE

No conflict with TV—(Taint Visible)—no need to buy several stations to assure you complete market coverage. WNAX alone delivers this Major Market in one big, low-cost package. Call your Katz man.

WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts *A Cowles Station*

REPRESENTED BY KATZ **CBS RADIO NETWORK**



SOUTH DAKOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Brown	E1		33.2	.0214	9.6	48,825	.0322	7,685	7,823	2,178	9,592	1,074	.....	55,818	.0254	1,681	5,814	.0266	124
Aberdeen			21.4	.0138	6.2	41,142	.0272	6,319	7,484	2,052	8,333	918	25,979	37,898	.0172	1,771	6,113	.0195	141
Brule	E3		6.2	.0040	1.8	7,934	.0053	1,945	429	205	1,062	267	.....	7,322	.0033	1,181	4,068	.0040	100
Buffalo	E3		1.6	.0010	.4	209	.0001	143	.....	.....	.....	.....	.....	1,499	.0007	937	3,748	.0006	60
Butte	A2		8.2	.0053	2.5	12,041	.0080	2,181	816	269	2,073	316	.....	11,792	.0053	1,438	4,717	.0060	113
Campbell	D1		3.9	.0025	1.0	2,040	.0013	581	.....	*	*	23	.....	3,907	.0018	1,002	3,907	.0017	68
Charles Mix	E4		15.8	.0102	4.3	11,670	.0078	2,506	603	236	1,194	335	.....	12,975	.0059	821	3,017	.0072	71
Clark	F2		8.5	.0055	2.5	6,975	.0046	1,110	272	134	423	181	.....	7,963	.0036	937	3,185	.0042	78
Clay	G4		11.2	.0072	3.1	8,280	.0054	1,589	427	258	1,411	301	.....	13,227	.0060	1,181	4,267	.0061	85
Codington	F2		19.4	.0126	5.5	29,583	.0196	4,037	4,558	1,486	5,304	507	.....	32,616	.0148	1,681	5,930	.0158	125
Watertown			13.0	.0084	3.9	27,454	.0181	3,464	3,988	1,486	4,879	423	*	22,362	.0101	1,720	5,734	.0121	144
Corson	C1		6.2	.0040	1.5	3,349	.0022	750	306	*	.....	38	.....	3,980	.0018	642	2,653	.0024	60
Custer	A3		5.7	.0036	1.7	4,325	.0029	1,133	329	*	660	41	.....	5,783	.0026	1,015	3,402	.0029	61
Davison	F3		16.7	.0108	4.9	30,419	.0201	3,684	4,248	1,582	9,616	688	.....	24,649	.0112	1,476	5,030	.0138	128
Mitchell			12.3	.0080	3.7	27,499	.0182	3,355	3,767	1,582	9,051	570	5,055	21,942	.0100	1,784	5,930	.0120	150
Day	F1		12.3	.0080	3.4	12,400	.0082	2,037	369	479	3,242	275	.....	12,785	.0058	1,039	3,760	.0070	88
Deuel	G2		7.5	.0048	2.0	4,626	.0031	1,098	213	143	548	63	.....	5,779	.0026	771	2,890	.0032	67
Dewey	C2		5.0	.0032	1.3	3,345	.0022	831	225	*	637	133	.....	3,657	.0017	731	2,813	.0022	60
Douglas	E4		5.5	.0036	1.4	3,837	.0025	800	245	*	151	151	.....	5,224	.0024	950	3,731	.0027	75
Edmunds	E2		7.3	.0047	1.9	5,973	.0039	682	755	*	857	72	.....	6,468	.0029	886	3,404	.0036	77
Fall River	A4		10.7	.0069	2.9	8,756	.0058	2,076	768	412	1,618	494	.....	13,874	.0063	1,297	4,784	.0063	91

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

SOUTH DAKOTA SHOWS GREATEST INCREASE IN CASH FARM INCOME IN 9TH FEDERAL RESERVE DISTRICT

Cash Farm Income for Ninth District—January-September*
(Thousands of Dollars)

State	1935-39 Average	1950	1951	1951 in Per Cent of 1950
Minnesota	$ 214,452	$ 761,285	$ 837,657	110%
North Dakota	59,495	261,196	297,379	114
South Dakota	65,715	298,225	384,056	129
Montana	43,032	164,091	192,899	117
Ninth District[1]	433,009	1,636,660	1,904,287	116
United States	4,828,651	16,037,801	18,379,584	115

* Source: "Farm Income Situation," July-September 1951.
[1] Includes 15 counties in Michigan and 26 counties in Wisconsin.

*From the December 1, 1951 Monthly Review of the Ninth Federal Reserve District which comprises South Dakota, North Dakota, Montana, Minnesota, 15 counties in upper Michigan and 26 counties in Wisconsin.

129% INCREASE

Only SD DAILIES Offer

1. **Dealer tie-in** service that multiplies the value of your advertising dollar. Through locally solicited dealer tie-in ads, we'll help you tell the consumer *what* to buy and *where* to buy it.
2. **Merchandising follow thru** that pays such big dividends in your dealer's store. Write for complete details on a merchandising service that spells turnover and bigger profits for you.
3. **Rural and Urban** circulation—*both* with the S. D. Dailies! When you place your advertising in the S. D. Dailies you reach 85% of *ALL* South Dakota homes—farm *and* city!
4. **Lowest cost** no matter how you measure! Combined line rate of the six locally edited S. D. Dailies is much lower than any other publication claiming South Dakota circulation.



in the Rich, Responsive market served by the . . .

SD DAILIES

Comprise Six Locally Managed and Locally Edited Newspapers Serving The Six Primary Markets of South Dakota . . . Rural and Urban.

FOR COMPLETE, HELPFUL INFORMATION, WRITE TODAY!

SOUTH DAKOTA DAILIES
BOX 1278 HURON, SOUTH DAKOTA

THE SIOUX FALLS ARGUS-LEADER GIVES YOU . . .

97% COVERAGE OF THE METROPOLITAN AREA IN SOUTH DAKOTA

. . . 65% Coverage of the Sioux Falls 14-County ABC Retail Trading Zone . . . plus Worthwhile Coverage of the Entire State!

Circulation

EVENING 52,003 • SUNDAY 51,256

But Coverage is Only Part of the Story—

The Argus-Leader maintains a receptive audience for your advertising. A high degree of reader interest is created for you through strong editorial leadership, progressive policies and broad news coverage.

So when you advertise in the Sioux Falls Argus-Leader, you can count on high reader attention plus unequalled coverage of South Dakota's able-to-buy families.



South Dakota's Leading Newspaper

SIOUX FALLS Argus-Leader

REPRESENTED BY **GILMAN, NICOLL & RUTHMAN** NEW YORK • CHICAGO • PHILADELPHIA BOSTON • SAN FRANCISCO • LOS ANGELES

SOUTH DAKOTA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Faulk	E2		4.8	.0031	1.5	4,458	.0030	736	110	113	811	42		4,683	.0021	976	3,122	.0026	84
Grant	G2		10.3	.0066	2.8	8,075	.0053	1,742	430	382	1,149	185		10,317	.0047	1,002	3,685	.0063	89
Gregory	E4		8.4	.0055	2.4	6,735	.0045	1,312	355	69	640	178		8,086	.0037	963	3,369	.0043	78
Haakon	C3		3.3	.0021	.9	4,232	.0028	771	60	209	*	179		3,687	.0016	1,117	4,097	.0021	100
Hamlin	F2		7.0	.0045	2.1	5,879	.0039	827	387	197	628	45		6,739	.0031	963	3,209	.0038	89
Hand	E2		7.1	.0046	1.9	7,318	.0048	1,120	844	245	1,383	324		7,748	.0035	1,091	4,078	.0041	99
Hanson	F3		5.0	.0032	1.3	2,051	.0014	539	.....	102	*	35		5,646	.0026	1,129	4,343	.0024	79
Harding	A1		2.3	.0015	.8	1,451	.0009	403	120	.....	*	26		1,978	.0009	860	2,473	.0010	67
Hughes	D3		8.4	.0054	2.2	11,677	.0077	2,385	914	264	2,619	310		12,508	.0056	1,489	5,885	.0062	115
Hutchinson	F4		11.4	.0074	3.3	10,849	.0072	1,596	906	216	1,488	235		11,123	.0051	978	3,371	.0062	84
Hyde	E2		2.8	.0018	.8	3,419	.0023	590	200	*	1,202	44		2,804	.0013	1,001	3,506	.0017	94
Jackson	C3		1.9	.0012	.5	2,450	.0016	397	152	.....	388	50		1,709	.0007	899	3,416	.0011	92
Jerauld	E3		4.4	.0029	1.4	3,924	.0026	907	346	154	629	138		5,705	.0026	1,297	4,075	.0027	93
Jones	C3		2.3	.0014	.7	2,630	.0017	287	490	*	*	20		2,421	.0011	1,053	3,459	.0013	93
Kingsbury	F3		10.1	.0066	2.9	10,529	.0070	1,904	497	580	2,313	208		12,189	.0056	1,207	4,203	.0062	94
Lake	G3		11.5	.0074	3.2	12,469	.0082	2,023	814	159	2,703	219		15,943	.0072	1,386	4,982	.0075	101
Lawrence	A3		16.4	.0106	5.1	16,151	.0107	4,146	1,331	871	4,191	741		24,419	.0111	1,489	4,788	.0109	103
Lincoln	G4		12.9	.0083	3.7	11,789	.0078	2,282	163	259	3,178	257		14,244	.0064	1,104	3,850	.0072	97
Lyman	D3		4.7	.0030	1.3	3,270	.0022	705	150	113	*	41		5,007	.0023	1,065	3,852	.0024	80
McCook	F3		8.8	.0057	2.5	6,982	.0046	907	740	55	1,165	158		9,261	.0042	1,052	3,704	.0046	81
McPherson	E1		7.0	.0045	1.8	5,732	.0038	822	496	499	1,364	42		5,840	.0027	834	3,244	.0034	79
Marshall	F1		7.8	.0051	2.1	7,573	.0050	1,367	291	88	2,440	137		8,006	.0036	1,026	3,812	.0043	94
Meade	B2		11.9	.0076	2.8	7,876	.0052	2,204	604	379	918	160		13,745	.0062	1,155	4,909	.0062	82
Mellette	C4		3.0	.0020	.9	1,263	.0008	247	132	.....	*	25		2,311	.0011	770	2,568	.0012	80

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Miner	F3	.....	6.3	.0041	1.8	5,375	.0036	891	323	136	708	209	.....	5,739	.0026	911	3,188	.0032	78
Minnehaha	G3	134	72.8	.0468	21.4	95,016	.0628	16,352	12,947	5,081	22,860	2,847	.....	134,585	.0610	1,849	6,289	.0587	125
▲Sioux Falls	.....	.....	53.9	.0348	16.2	83,394	.0552	13,971	12,475	5,029	21,798	2,569	104,940	104,480	.0474	1,938	6,449	.0472	136
Moody	G3	.....	9.4	.0061	2.6	7,001	.0048	1,107	427	434	1,076	141	.....	11,823	.0054	1,258	4,547	.0053	87
Pennington	A3	.....	35.8	.0231	10.6	49,067	.0325	6,927	5,943	2,204	13,972	1,543	.....	66,647	.0302	1,862	6,287	.0295	128
Rapid City	.....	.....	26.6	.0171	8.0	45,411	.0300	6,226	5,747	2,103	13,795	1,282	*	50,183	.0227	1,887	6,273	.0238	139
Perkins	B1	.....	6.8	.0044	1.9	9,106	.0060	1,294	897	328	2,128	50	.....	8,640	.0040	1,271	4,547	.0047	107
Potter	D2	.....	4.7	.0030	1.4	6,545	.0043	1,125	114	181	1,080	182	.....	5,850	.0026	1,245	4,179	.0032	107
Roberts	G1	.....	15.0	.0097	4.0	11,456	.0076	1,777	1,493	232	1,601	224	.....	14,441	.0066	963	3,610	.0075	77
Sanborn	F3	.....	5.1	.0033	1.5	4,129	.0027	956	138	74	*	43	.....	4,910	.0022	963	3,273	.0026	79
Shannon	B4	.....	5.7	.0037	1.2	691	.0005	306	119	.....	.....	24	.....	3,363	.0015	590	2,803	.0016	43
Spink	E2	.....	12.4	.0080	3.4	12,020	.0079	2,133	697	497	1,255	297	.....	12,728	.0058	1,026	3,744	.0069	86
2Stanley	C2	.....	1.9	.0012	.6	1,008	.0007	288	50	*	*	.....	.....	1,635	.0007	861	2,725	.0008	67
Sully	D2	.....	2.8	.0018	.7	2,409	.0016	465	60	*	*	20	.....	2,408	.0011	860	3,440	.0014	78
Todd	C4	.....	4.7	.0031	1.2	838	.0006	347	226	.....	.....	.....	.....	2,895	.0013	616	2,413	.0015	48
Tripp	D4	.....	9.1	.0058	2.4	11,796	.0078	1,826	1,646	528	2,419	176	.....	11,563	.0053	1,271	4,818	.0062	107
Turner	G4	.....	12.1	.0078	3.7	10,914	.0072	2,334	755	498	1,589	321	.....	12,735	.0058	1,052	3,442	.0066	85
Union	G4	.....	10.9	.0071	3.2	9,345	.0062	1,461	634	200	1,472	424	.....	13,991	.0063	1,284	4,372	.0064	90
Walworth	D2	.....	7.6	.0049	2.2	10,265	.0067	1,702	838	499	3,417	271	.....	9,657	.0044	1,271	4,390	.0052	106
Washabaugh	B4	.....	1.5	.0010	.4	194	.0002	56	.....	.....	.....	.....	.....	1,022	.0005	681	2,555	.0005	50
Yankton	F4	.....	17.0	.0109	4.2	20,156	.0133	3,218	2,440	837	3,869	334	.....	24,651	.0111	1,450	5,869	.0117	107
Yankton	.....	.....	7.8	.0051	2.4	19,120	.0126	2,937	2,216	837	3,439	275	*	13,114	.0060	1,681	5,464	.0078	153
Ziebach	C2	.....	2.7	.0018	.7	1,295	.0009	344	20	.....	*	19	.....	1,663	.0008	616	2,376	.0010	56
Total Above Cities	.....	.....	155.8	.1006	46.4	280,882	.1857	42,573	39,367	14,574	69,787	6,889	144,157	283,224	.1285	1,818	6,104	.1400	139
State Total	.....	.....	660.1	.4260	186.2	693,035	.4583	121,445	69,243	27,608	139,843	17,332	.....	850,328	.3858	1,288	4,567	.4156	98
Per Capita Sales	.....	.....	.....	.....	.....	1,050	.....	184	105	42	212	26	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,722	.....	652	372	148	751	93	.....	.....	.....	.....	.....	.....	.....

SOUTH DAKOTA — SM Standard Metropolitan County Area

Sioux Falls	.....	134	72.8	.0468	21.4	95,016	.0628	16,352	12,947	5,081	22,860	2,847	.....	134,585	.0610	1,849	6,289	.0587	125

(Other East South Central States: Alabama, p. 188; Kentucky, p. 314; Mississippi, p. 379.)

TENNESSEE — Counties and Cities

Tenn. state map—page 538 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Bristol	Sullivan	17.6	43	7	13	18	4
Chattanooga	Hamilton	133.8	544	62	104	81	74
Clarksville	Montgomery	16.9	73	14	11	22	5
Cleveland	Bradley	12.7	54	11	16	18	4
Columbia	Maury	11.0	66	8	14	26	6
Covington	Tipton	4.4	29	9	9	12	4
Dyersburg	Dyer	11.0	52	4	13	17	7

(*Continued on page 538*)

Anderson	E1	71	65.4	.0422	16.9	33,850	.0224	12,684	2,898	985	4,774	1,959	.....	76,043	.0345	1,163	4,500	.0323	77
Oak Ridge	.....	.....	32.5	.0210	8.6	26,579	.0176	10,174	2,398	747	3,919	1,859	*	53,446	.0242	1,644	6,215	.0216	103
Bedford	D2	.....	24.0	.0155	6.9	15,466	.0102	3,798	1,264	1,440	4,178	390	.....	20,461	.0093	853	2,965	.0107	69
Shelbyville	.....	.....	9.6	.0062	3.0	13,506	.0089	2,796	1,145	1,323	4,178	337	*	9,042	.0042	942	3,014	.0060	97
Benton	B1	.....	11.6	.0075	3.3	4,198	.0028	1,127	514	157	1,526	113	.....	4,646	.0021	401	1,408	.0033	44
Bledsoe	E2	.....	8.7	.0056	1.9	2,604	.0017	732	312	124	*	67	.....	3,056	.0014	351	1,608	.0022	39

2 Armstrong and Stanley Counties Combined.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

HERE'S HOW YOU CAN TELL WHAT THE RETAIL SALES VOLUME WILL BE NEXT MONTH IN 200 CITIES

In every first-of-the-month issue SALES MANAGEMENT *forecasts* what the month's retail sales will be in more than 200 leading U. S. cities. For each city, we give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to changes in the making . . . each month.

NASHVILLE

The "MONEY TOWN" of the South

★ **Nashville Population** (DAVIDSON COUNTY) . . . **321,758**

★ **Nashville Market Population** **1,008,635**

1951 Retail Sales	$674,126,000	1951 Food Sales	$153,931,000
1951 Genl. Merchandising Sls.	82,871,000	1951 Drug Sales	19,022,000
1951 Auto Sales	151,555,000	1951 Home Furnishing Sales	40,145,000
1951 Effective Buying Income	$950,704,000		

Reach this prosperous Nashville market through two great newspapers

NEWSPAPER PRINTING CORP. AGENT

Nashville Banner *Evening*

The Nashville Tennessean *Morning · Sunday*

REPRESENTED BY THE BRANHAM COMPANY

TENNESSEE—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

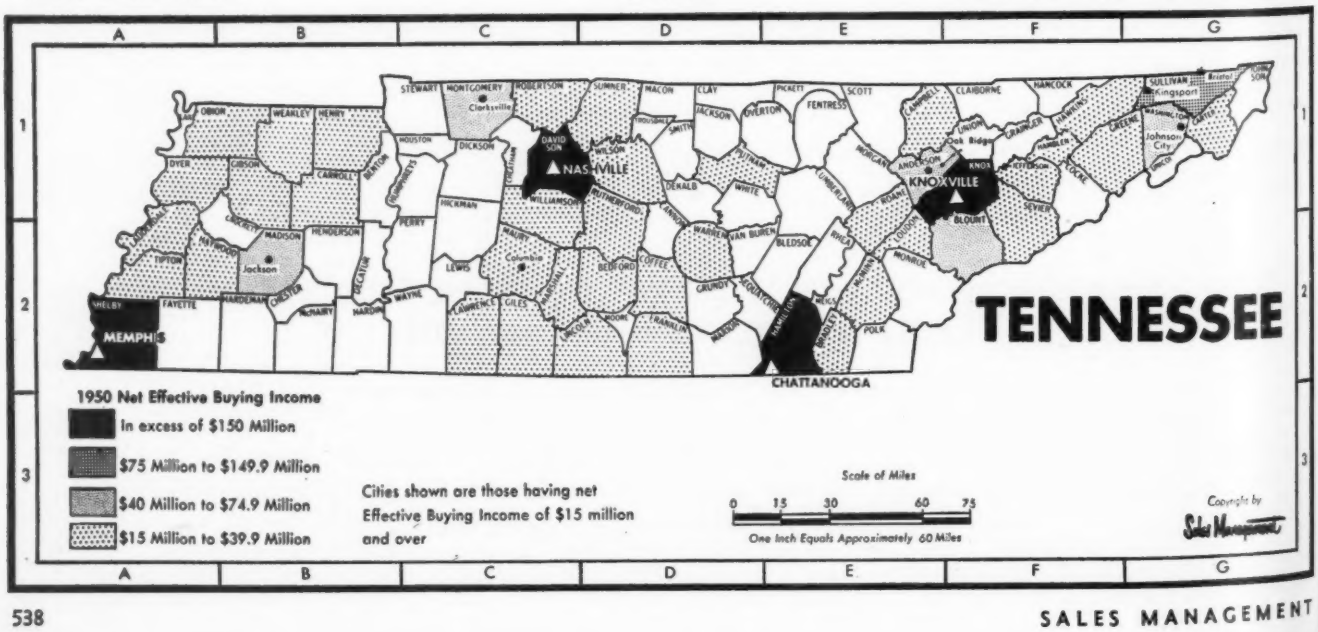
(Continued from page 537)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Elizabethton	Carter	11.1	48	6	16	22	5
Greeneville	Greene	8.8	40	9	12	20	5
Jackson	Madison	30.8	115	12	25	35	13
Johnson City	Washington	28.6	125	12	20	26	9
Kingsport	Sullivan	20.5	52	9	25	26	9
Knoxville	Knox	126.7	483	54	98	97	50
Lawrenceburg	Lawrence	5.6	39	8	16	18	5
Lebanon	Wilson	8.0	43	8	15	14	3
McMinnville	Warren	7.8	51	10	12	12	4
Maryville	Blount	8.8	29	12	18	17	6
Memphis	Shelby	412.3	875	139	214	145	228
Morristown	Hamblen	13.6	74	11	15	19	3
Murfreesboro	Rutherford	13.4	64	6	18	19	6
Nashville	Davidson	176.7	566	72	97	90	108
Oak Ridge	Anderson	32.5	*	*	*	*	*
Paris	Henry	8.8	50	8	12	10	7
Pulaski	Giles	5.7	32	10	11	12	5
Shelbyville	Bedford	9.6	56	12	18	15	7
Union City	Obion	7.6	38	8	16	15	4

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.



Now! More Than One Million Radio Families*

in the

WMC

market area

*Estimate based on 1949 BMB Survey projected through 1951.

Today in the Memphis and Mid-South market area there are one million radio families. This does not include the tremendous bonus of automobile radios, all adding up to make WMC and WMCF the greatest medium of advertising ever made available to sell the Mid-South market.

LOOK AT THESE FACTS:

- 406,034 persons now live in urban Memphis
- Memphis 2nd largest city in area of over 31 million people
- Memphis market a two billion dollar buying potential

Since 1923 Memphis' leading radio station has been

National Representatives, The Branham Company

CELEBRATING THIS YEAR ITS 25th ANNIVERSARY OF AFFILIATION WITH **NBC**

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

WMC

MEMPHIS

5000 WATTS • 790 KC

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Blount	F2	71	57.0	.0368	14.5	30,949	.0205	8,672	3,491	2,281	6,558	1,066	.....	50,292	.0228	882	3,468	.0249	68
Maryville	.....	.....	8.8	.0057	2.7	21,338	.0141	3,414	2,903	1,955	5,276	609	*	10,142	.0046	1,153	3,756	.0077	135
Bradley	E2	.....	33.0	.0213	8.7	21,015	.0139	5,213	1,429	989	5,043	482	.....	29,761	.0135	902	3,421	.0152	71
Cleveland	.....	.....	12.7	.0082	3.8	17,848	.0118	3,948	1,276	932	3,942	482	*	12,992	.0058	1,023	3,419	.0081	99
Campbell	E1	.....	35.1	.0227	8.3	17,296	.0114	5,715	2,322	1,009	3,114	419	.....	24,263	.0110	691	2,923	.0135	59
Cannon	D1	.....	9.1	.0058	2.4	2,973	.0020	598	630	*	802	33	.....	4,291	.0020	472	1,788	.0028	48
Carroll	B1	.....	26.9	.0174	7.7	13,693	.0090	4,086	1,269	779	3,731	347	.....	16,717	.0075	621	2,171	.0099	57
Carter	G1	.....	43.6	.0281	10.9	23,132	.0153	6,044	2,706	1,506	5,304	687	.....	39,768	.0181	912	3,648	.0193	69
Elizabethton	.....	.....	11.1	.0071	3.1	18,693	.0124	3,822	2,180	1,340	4,886	491	*	12,461	.0057	1,123	4,020	.0080	113
Cheatham	C1	.....	9.1	.0059	2.3	3,684	.0025	932	525	*	711	62	.....	5,291	.0024	581	2,300	.0031	53
Chester	B2	.....	11.4	.0074	3.0	4,843	.0032	1,392	290	259	673	162	.....	6,405	.0029	562	2,135	.0039	53
Claiborne	F1	.....	24.9	.0161	5.8	7,064	.0046	1,075	2,430	256	910	93	.....	9,489	.0043	381	1,638	.0068	42
Clay	D1	.....	8.6	.0055	2.2	1,804	.0012	329	315	*	442	30	.....	2,932	.0013	341	1,333	.0021	38
Cocke	F1	.....	23.1	.0149	5.7	9,914	.0066	2,811	1,044	505	1,669	119	.....	13,193	.0060	571	2,315	.0080	54

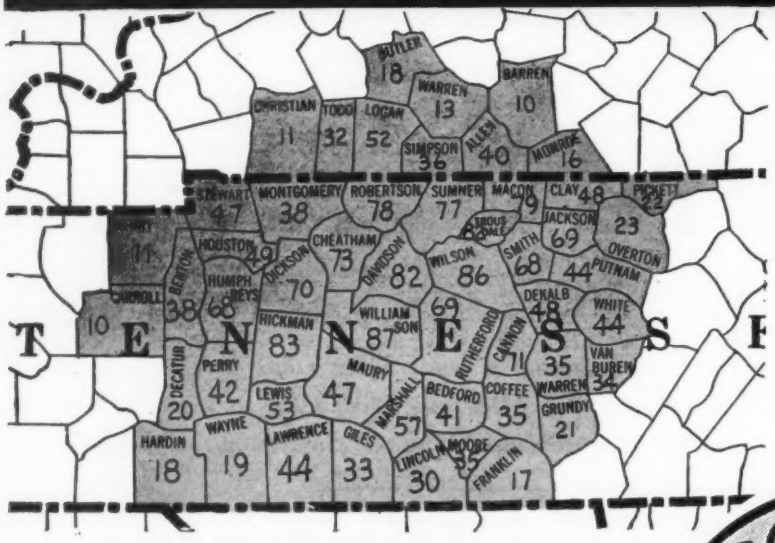
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Sell Greater Nashville's Growing Market . . .

ECONOMICALLY - EFFECTIVELY!!



Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime — Spring, 1949.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

Celebrating a Quarter-Century of Service.

National Representative: George P. Hollingbery Co.

The 53 WSIX BMB counties closely parallel the counties of the Nashville Trading Area.

WSIX delivers bigger market coverage at lower cost!

There's more of everything in the Greater Nashville Market . . . more money spent, more buying income, more homes penetrated by WSIX programs . . . all at WSIX's pre-inflation rates! Better Buy WSIX!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BMB Audience Map based on Study No. 2

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Coffee	D2	.....	25.8	.0167	7.1	14,136	.0093	3,480	866	303	4,752	302	.....	18,889	.0086	731	2,658	.0104	92
Crockett	B2	.....	16.6	.0107	4.6	7,815	.0052	2,350	1,100	382	965	247	.....	10,145	.0046	611	2,205	.0060	56
Cumberland	E1	.....	19.4	.0125	4.6	8,533	.0056	2,346	467	375	2,269	80	.....	9,524	.0043	491	2,070	.0063	50
Davidson	C1	93	332.3	.2145	93.2	334,739	.2214	71,820	45,671	18,847	71,300	9,764	.....	463,173	.2101	1,394	4,970	.2144	100
▲Nashville	.....	.....	176.7	.1141	51.4	286,993	.1897	51,360	44,149	17,378	57,606	7,925	275,986	262,082	.1189	1,483	5,099	.1392	122
Decatur	B2	.....	9.5	.0061	2.6	3,974	.0026	829	482	82	1,866	95	.....	5,339	.0025	562	2,053	.0063	54
De Kalb	D1	.....	11.5	.0075	3.0	3,558	.0024	822	610	236	656	66	.....	5,648	.0025	491	1,862	.0065	47
Dickson	C1	.....	18.9	.0121	5.4	9,659	.0063	2,689	1,291	487	1,695	436	.....	13,822	.0063	731	2,560	.0075	82
Dyer	A1	.....	33.6	.0217	9.6	29,288	.0194	7,092	1,647	1,814	7,030	620	.....	28,645	.0130	853	2,984	.0167	77
Dyersburg	.....	.....	11.0	.0071	3.5	21,868	.0145	3,906	1,210	1,527	6,111	454	*	11,356	.0052	1,032	3,245	.0084	118
Fayette	A2	.....	27.5	.0177	6.3	8,623	.0057	2,389	1,886	*	1,389	162	.....	11,016	.0050	401	1,749	.0078	44
Fentress	E1	.....	15.2	.0098	3.3	4,474	.0030	780	1,303	271	994	68	.....	6,402	.0029	421	1,940	.0043	44
Franklin	D2	.....	25.9	.0167	6.4	12,869	.0085	2,851	1,575	986	2,905	370	.....	17,864	.0080	682	2,760	.0099	69
Gibson	B1	.....	48.9	.0316	14.3	29,410	.0194	6,532	2,920	2,184	6,740	987	.....	34,306	.0156	702	2,399	.0199	63
Giles	C2	.....	26.9	.0174	7.3	14,835	.0098	3,103	1,587	862	4,135	397	.....	16,993	.0077	632	2,328	.0103	59
Pulaski	.....	.....	5.7	.0037	1.9	11,727	.0078	1,835	890	678	4,134	315	*	4,402	.0020	772	2,317	.0041	111
Grainger	F1	.....	13.2	.0085	3.1	2,399	.0016	500	595	*	707	37	.....	4,895	.0022	371	1,579	.0033	39
Greene	F1	.....	41.5	.0268	10.9	22,292	.0148	4,808	2,521	1,961	5,193	523	.....	34,101	.0155	822	3,129	.0176	66
Greeneville	.....	.....	8.8	.0056	2.5	18,503	.0122	2,973	1,736	1,961	4,723	428	*	10,142	.0046	1,153	4,057	.0071	127
Grundy	D2	.....	12.7	.0082	3.1	3,531	.0023	1,180	1,072	137	*	38	.....	5,479	.0025	431	1,767	.0038	44
Hamblen	F1	.....	24.9	.0160	6.7	19,683	.0130	4,437	1,871	956	5,991	439	.....	23,223	.0105	933	3,466	.0124	79
Morristown	.....	.....	13.6	.0088	3.8	18,699	.0124	3,839	1,672	956	5,991	439	*	13,634	.0061	1,003	3,588	.0085	97
Hamilton	E2	27	212.8	.1374	60.9	217,005	.1435	49,300	27,084	14,040	38,916	6,516	.....	296,609	.1348	1,394	4,870	.1378	100
▲Chattanooga	.....	.....	133.8	.0864	39.4	198,936	.1315	40,046	26,785	13,754	37,985	5,760	192,429	193,093	.0876	1,443	4,901	.1005	116
Hancock	F1	.....	9.0	.0058	2.2	1,460	.0010	205	413	*	338	62	.....	3,605	.0016	401	1,639	.0023	46

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

Two mail order programs sell $51,592 worth of cattle!

Ever hear of a more unlikely mail order item than a 700 pound steer?

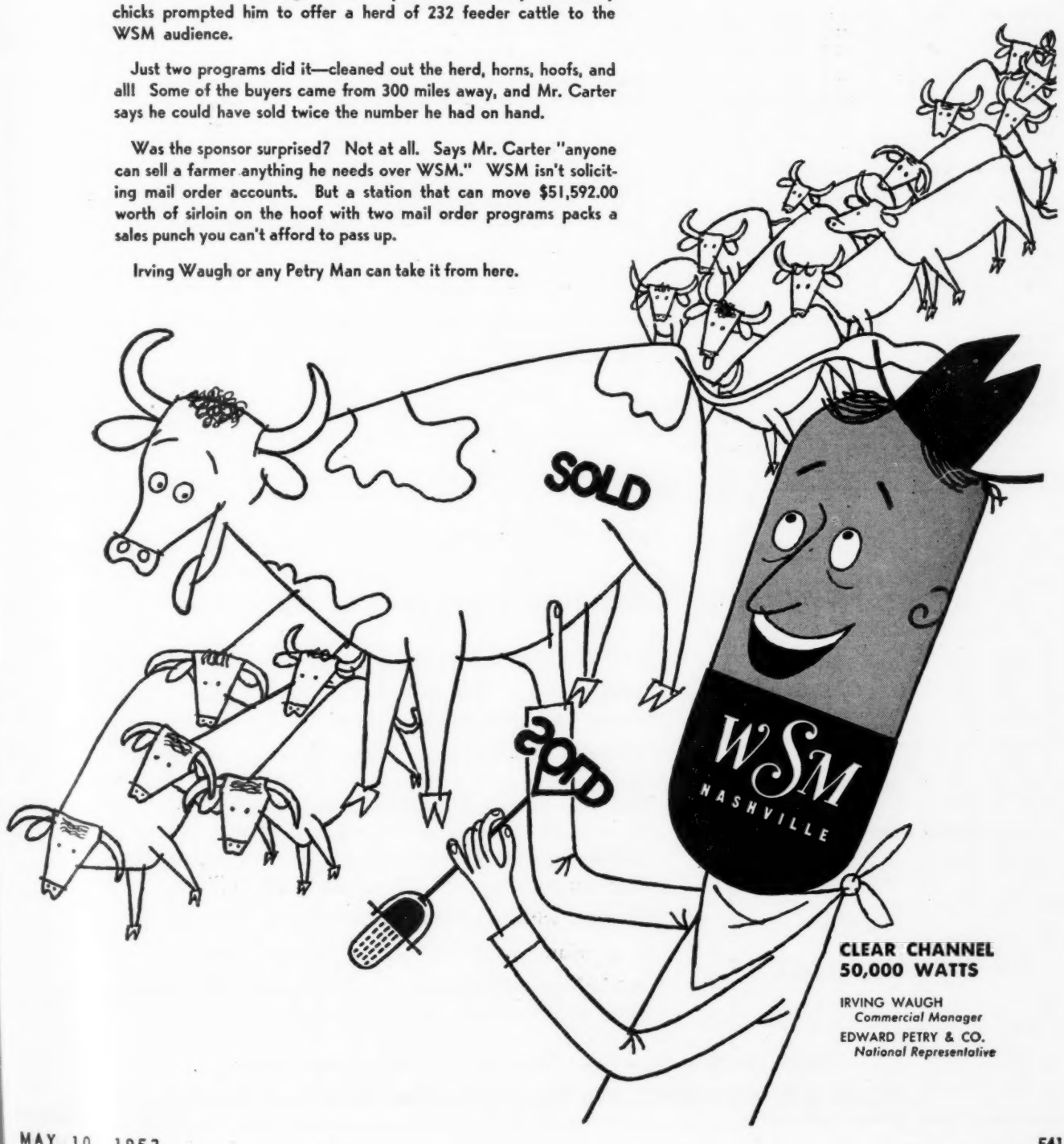
WSM recently sold 232 of them, for a total of $51,592.00, and wrote one more amazing chapter in the history of the Central South's boss salesmaker.

The cattle belonged to Mr. Otis Carter, 15 year sponsor of Carter's Chick Time. His knowledge of WSM's phenomenal ability to sell baby chicks prompted him to offer a herd of 232 feeder cattle to the WSM audience.

Just two programs did it—cleaned out the herd, horns, hoofs, and all! Some of the buyers came from 300 miles away, and Mr. Carter says he could have sold twice the number he had on hand.

Was the sponsor surprised? Not at all. Says Mr. Carter "anyone can sell a farmer anything he needs over WSM." WSM isn't soliciting mail order accounts. But a station that can move $51,592.00 worth of sirloin on the hoof with two mail order programs packs a sales punch you can't afford to pass up.

Irving Waugh or any Petry Man can take it from here.



CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Hardeman	B2		23.5	.0152	5.3	8,184	.0054	2,590	1,092	238	1,650	202	.....	9,897	.0045	421	1,867	.0069	45
Hardin	B2		17.1	.0110	4.5	6,760	.0045	1,512	824	141	1,633	79	.....	7,888	.0036	461	1,752	.0054	49
Hawkins	F1		31.1	.0201	7.6	9,259	.0061	2,352	1,359	1,078	1,600	218	.....	17,155	.0077	552	2,257	.0097	48
Haywood	A2		26.3	.0170	6.4	12,541	.0083	4,021	1,368	373	2,477	311	.....	16,814	.0076	632	2,596	.0097	57
Henderson	B2		17.2	.0111	4.7	8,277	.0055	1,840	963	298	2,877	236	.....	11,378	.0051	662	2,421	.0064	58
Henry	B1		23.8	.0153	7.2	14,623	.0096	3,661	1,430	1,292	2,685	480	.....	19,801	.0090	832	2,750	.0104	68
Paris			8.8	.0057	3.0	13,340	.0088	2,699	1,012	,1109	2,441	442	*	10,060	.0046	1,143	3,353	.0061	107
Hickman	C1		13.4	.0087	3.4	4,609	.0031	792	1,250	230	1,024	69	.....	5,781	.0027	431	1,700	.0040	48
Houston	C1		5.2	.0033	1.4	1,390	.0009	460	283	*	*	65	.....	2,291	.0010	441	1,636	.0014	42
Humphreys	C1		11.0	.0071	3.1	5,215	.0034	1,433	703	415	1,273	182	.....	7,390	.0033	672	2,384	.0041	58
Jackson	D1		12.3	.0080	2.9	2,256	.0015	379	441	*	529	77	.....	4,927	.0023	401	1,699	.0032	40
Jefferson	F1		19.8	.0128	5.2	7,830	.0052	2,239	818	333	2,369	279	.....	15,680	.0071	792	3,015	.0077	60
Johnson	G1		12.3	.0079	2.9	3,509	.0023	855	734	166	263	96	.....	5,800	.0026	472	2,000	.0036	48
Knox	F1	71	229.9	.1484	62.9	222,578	.1472	47,310	37,060	16,218	40,112	6,392	.....	322,568	.1464	1,403	5,128	.1470	99
▲Knoxville			126.7	.0818	36.0	201,030	.1329	35,200	36,339	15,874	39,297	6,156	162,179	194,298	.0882	1,534	5,397	.1003	123
Lake	A1		11.6	.0075	3.1	7,031	.0047	1,797	624	477	1,277	225	.....	9,068	.0041	782	2,925	.0050	67
Lauderdale	A2		25.5	.0165	6.7	13,699	.0090	3,742	1,765	598	2,585	503	.....	19,933	.0090	782	2,975	.0105	64
Lawrence	C2		29.0	.0187	7.5	14,864	.0098	3,172	1,398	1,331	3,218	269	.....	19,183	.0087	661	2,558	.0110	59
Lawrenceburg			5.6	.0036	1.7	11,338	.0075	1,773	670	1,008	3,100	218	1,492	5,500	.0025	982	3,235	.0042	117
Lewis	C2		6.2	.0040	1.8	3,378	.0023	886	127	204	1,020	60	.....	4,038	.0019	651	2,524	.0024	60
Lincoln	C2		26.8	.0166	7.0	14,233	.0094	3,410	1,241	941	3,172	403	.....	20,432	.0092	762	2,919	.0107	64
Loudon	E2		23.8	.0154	6.1	12,976	.0086	4,047	965	642	3,260	456	.....	18,603	.0085	782	3,050	.0099	64
McMinn	E2		32.5	.0210	8.6	18,404	.0121	4,703	1,704	1,352	4,222	520	.....	27,374	.0124	842	3,183	.0140	67
McNairy	B2		20.5	.0132	5.5	8,531	.0057	1,923	1,474	238	2,836	151	.....	11,918	.0054	581	2,167	.0071	54
Macon	D1		13.7	.0088	3.8	2,673	.0017	722	527	138	285	38	.....	6,586	.0030	481	1,733	.0038	43
Madison	B2		61.4	.0397	17.4	49,212	.0326	10,632	6,049	2,213	12,065	1,109	.....	62,814	.0285	1,023	3,610	.0320	81
Jackson			30.8	.0199	9.7	44,657	.0296	8,317	4,931	1,908	11,942	1,005	19,699	34,577	.0156	1,123	3,565	.0206	104
Marion	D2		21.0	.0135	5.1	9,441	.0062	2,566	1,704	419	1,760	295	.....	13,481	.0061	642	2,643	.0078	56
Marshall	C2		18.0	.0117	5.2	12,013	.0080	2,930	1,160	1,124	3,271	356	.....	17,509	.0080	973	3,367	.0087	74

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Sales Management's

1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 6 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by County shadings . . .
   Red—for counties with $100 million or more.
   Green—for counties with $50 million to $100 million.
   Yellow—for counties with $25 million to $50 million.
   Blue—for counties with $10 million to $25 million.
4. 1570 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1952).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated

PRICE: $3.50 a single copy; $3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

The Knoxville News-Sentinel . . .
your best buy in ~~a good~~ AN EXCELLENT market!



★ **COVERAGE**

The Knoxville News-Sentinel offers 94.4% coverage of Knoxville and 26,893 more total circulation than any other East Tennessee newspaper.

★ **CIRCULATION**

The Knoxville News-Sentinel has a daily circulation of 106,895 plus a Sunday circulation of 112,077. Carries 78.6% of all exclusive national accounts . . . 72.5% of the total national display advertising . . . at the lowest milline.

★ **INFLUENCE**

The Knoxville News-Sentinel is the leading paper in its trading area of over one million people, including high family income markets such as Knoxville and Oak Ridge, Tennessee's 3rd and 5th largest cities.

★ **EFFECTIVE BUYING INCOME**

Knoxville $5397, per family
Oak Ridge $6215, per family

"THE BEST DAM MARKET"

The Knoxville News-Sentinel

KNOXVILLE, TENNESSEE

Represented Nationally by Scripps-Howard General Advertising Dept.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TENNESSEE — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Maury	C2	.....	40.7	.0262	11.6	28,091	.0185	6,390	2,684	1,413	7,769	737	.....	37,541	.0170	922	3,238	.0193	74
Columbia	.....	.....	11.0	.0071	3.5	21,503	.0142	3,921	1,554	1,273	7,045	548	1,904	15,547	.0071	1,413	4,442	.0092	130
Meigs	E2	.....	6.2	.0040	1.4	1,066	.0007	420	291	*	*	32	.....	2,981	.0013	481	2,129	.0017	43
Monroe	E2	.....	24.6	.0159	5.9	9,397	.0063	2,491	883	568	1,167	312	.....	12,837	.0059	522	2,176	.0080	50
Montgomery	C1	.....	46.4	.0300	11.1	25,779	.0170	6,452	3,328	934	4,972	756	.....	45,133	.0204	973	4,066	.0213	71
Clarksville	.....	.....	16.9	.0109	4.8	22,643	.0150	4,313	3,107	934	4,559	643	19,886	17,620	.0080	1,043	3,671	.0107	98
Moore	D2	.....	4.0	.0025	1.2	913	.0006	314	214	125	.....	29	.....	2,926	.0014	732	2,438	.0014	56
Morgan	E1	.....	15.9	.0103	3.4	3,820	.0025	1,254	730	103	*	34	.....	5,585	.0025	351	1,643	.0041	40
Obion	A1	.....	29.1	.0188	8.8	19,619	.0130	4,546	1,403	1,699	4,883	505	.....	28,008	.0127	962	3,183	.0140	74
Union City	.....	.....	7.6	.0049	2.7	14,320	.0094	23,22	856	1,565	4,296	352	*	9,750	.0044	1,283	3,611	.0060	122
Overton	D1	.....	17.7	.0114	4.3	5,079	.0034	1,022	866	200	1,000	185	.....	6,563	.0030	371	1,526	.0048	42
Perry	C2	.....	6.4	.0041	1.7	1,801	.0012	458	139	*	*	.....	.....	3,399	.0015	531	1,999	.0019	46
Pickett	E1	.....	4.9	.0032	1.2	1,008	.0006	222	95	136	*	30	.....	1,817	.0008	371	1,514	.0012	38
Polk	E2	.....	14.0	.0090	3.4	6,811	.0045	1,238	2,450	355	1,264	154	.....	9,678	.0044	691	2,846	.0054	60
Putnam	D1	.....	30.7	.0199	8.0	14,224	.0094	3,151	2,119	881	2,834	397	.....	21,852	.0100	712	2,732	.0118	59
Rhea	E2	.....	16.1	.0104	4.2	7,763	.0052	2,172	468	287	1,661	346	.....	10,981	.0049	682	2,615	.0061	59
Roane	E1	.....	32.4	.0209	8.4	16,889	.0111	4,686	1,834	1,205	4,339	624	.....	18,503	.0084	571	2,203	.0117	56
Robertson	C1	.....	27.2	.0175	7.5	13,628	.0090	3,899	1,129	880	3,153	554	.....	22,350	.0102	822	2,980	.0113	65
Rutherford	D1	.....	41.8	.0270	11.0	25,374	.0168	6,337	1,667	1,242	6,249	641	.....	36,452	.0165	872	3,314	.0187	69
Murfreesboro	.....	.....	13.4	.0086	4.1	20,503	.0136	4,105	1,386	1,242	5,569	553	4,235	14,108	.0064	1,053	3,441	.0090	105
Scott	E1	.....	17.8	.0115	4.0	5,726	.0038	922	1,545	140	1,678	.....	.....	8,392	.0038	471	2,098	.0053	46
Sequatchie	D2	.....	5.9	.0038	1.4	1,814	.0012	445	101	*	566	29	.....	2,545	.0012	431	1,818	.0017	45
Sevier	F1	.....	23.5	.0152	5.8	11,289	.0075	3,364	965	676	1,902	335	.....	11,538	.0052	491	1,989	.0079	52

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

and only

the first television station in the Mid-South . . .

In the heart of a $2,000,000,000 market



Completely equipped for any assignment.



Complete studio and program facilities.



From studio to transmitter, the finest money can buy.



Now, 128,000 sets in the Memphis market area*

*Source: Memphis distributors' figures

MEMPHIS' ONLY TELEVISION STATION

WMCT television

WMC • WMCF • WMCT

AFFILIATED WITH CHANNEL 4 • MEMPHIS NBC • CBS • DUMONT

National Representatives • The Branham Company

Owned and operated by the Commercial Appeal

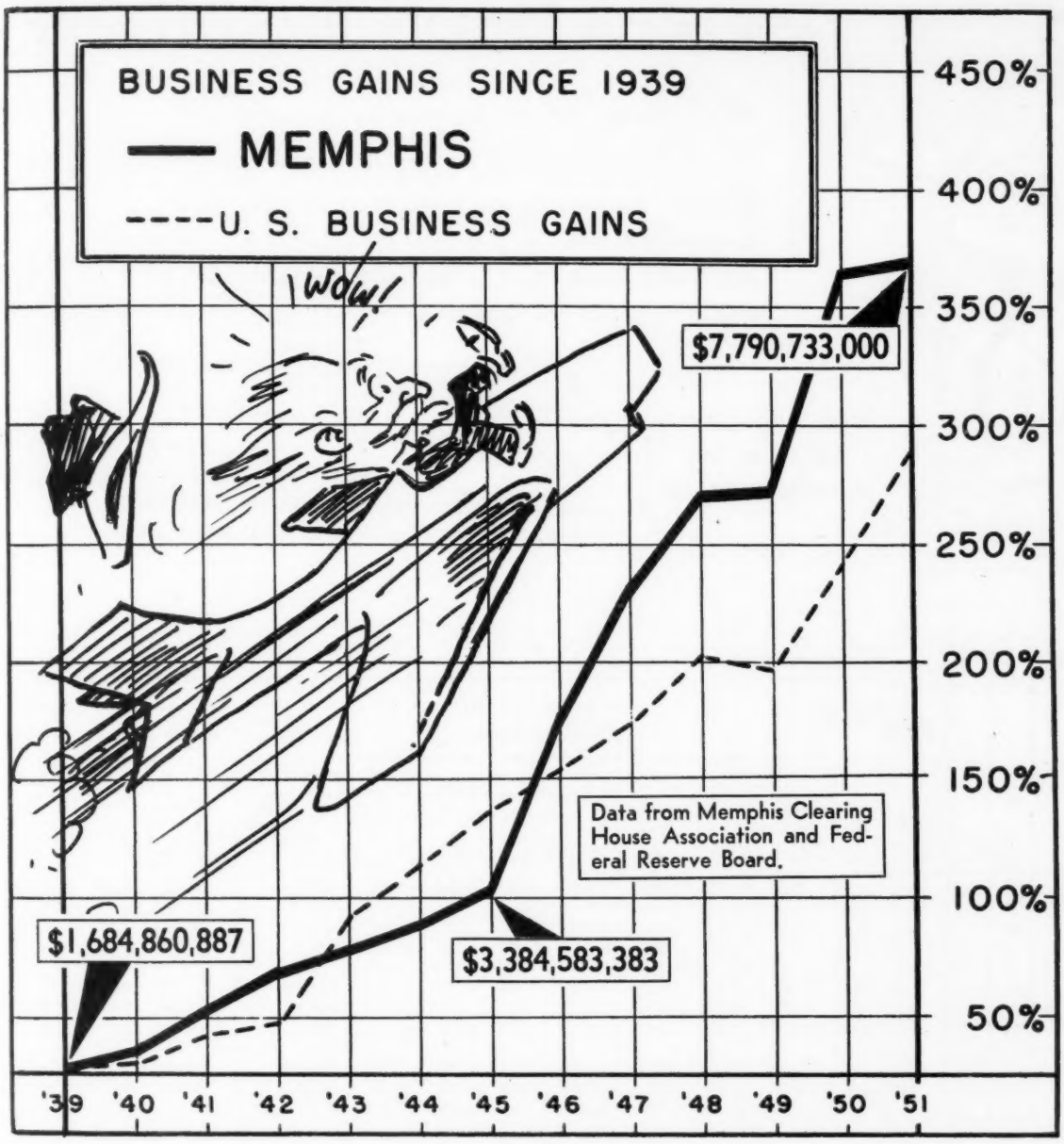
TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Shelby	A2	86	502.6	.3244	141.7	569,750	.3767	106,782	132,606	25,740	120,951	16,221	.....	680,411	.3087	1,354	4,802	.3322	102
▲Memphis	.....	.....	412.3	.2662	119.8	541,852	.3583	97,641	129,394	25,599	119,379	15,330	1,171,874	578,492	.2625	1,403	4,829	.2920	110
Smith	D1	.....	13.9	.0090	4.0	5,673	.0038	939	1,103	415	1,066	137	.....	9,195	.0042	662	2,299	.0060	58
Stewart	C1	.....	9.1	.0059	2.2	2,655	.0017	530	613	*	1,062	72	.....	4,468	.0020	491	2,031	.0027	46
Sullivan	G1	.....	99.7	.0643	26.2	76,700	.0507	15,149	11,656	5,845	17,068	2,213	.....	103,943	.0472	1,043	3,967	.0517	90
Bristol (Tenn.)-																			
Bristol (Va.)	.....	.....	*54.0*	*.0219*	*9.4*	*47,657*	*.0316*	*8,755*	*8,422*	*3,584*	*8,301*	*1,440*	*30,942*	*44,400*	*.0201*	*1,306*	*4,725*	*.0238*	*109*
Kingsport	.....	.....	20.5	.0132	5.7	41,556	.0274	5,881	5,064	3,878	11,014	1,166	*	27,120	.0123	1,323	4,758	.0170	129
Bristol	.....	.....	17.6	.0114	5.2	25,755	.0171	3,993	6,118	1,865	5,311	797	14,955	23,646	.0107	1,344	4,547	.0127	111
Sumner	D1	.....	33.9	.0219	9.4	13,955	.0093	4,300	1,272	1,399	3,074	432	.....	22,773	.0103	672	2,423	.0123	56
Tipton	A2	.....	30.3	.0196	7.6	16,013	.0105	3,733	2,646	478	2,346	437	.....	19,141	.0087	632	2,519	.0114	58
Covington	.....	.....	4.4	.0028	1.9	11,308	.0075	1,646	1,149	431	2,329	330	*	4,059	.0019	923	2,136	.0037	132
Trousdale	D1	.....	5.6	.0036	1.6	2,493	.0017	534	264	55	273	62	.....	3,819	.0017	682	2,387	.0021	98
Unicoi	G1	.....	16.2	.0104	4.0	7,404	.0049	1,604	1,271	373	1,460	78	.....	11,049	.0050	682	2,762	.0061	99
Union	F1	.....	8.8	.0057	2.1	1,204	.0008	485	463	.....	*	.....	.....	3,796	.0017	431	1,808	.0022	39
Van Buren	D2	.....	4.1	.0027	.9	843	.0004	288	98	.....	*	28	.....	1,069	.0005	261	1,188	.0009	33

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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BIGGEST BUSINESS YEAR IN MEMPHIS' HISTORY!

Memphis business rang up on its cash register in 1951 a dollar turnover (or business settled by check) of approximately $7,790,733,000. This is a new high in an upward trend that has continued unbroken since 1939, and which has far exceeded the average gain for the United States as a whole. Reach this tremendous sales potential during 1952 by using the advertising columns of BOTH Memphis Newspapers (329,859*) at an optional daily combination rate of 65c per line.

**ABC Publishers' Statement, 9-30-51*

Scripps-Howard Newspapers

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR



A *Tennessee* LESSON *in* ARITHMETIC

ADD the Survey data on this page for Johnson City.
THE TOTAL equals one of the best markets in East Tennessee.
MULTIPLY that total by the Press-Chronicle's advertising-merchandising plan.
THE RESULT equals the best opportunity to sell your product in upper East Tennessee.

Want To Know More?
Ask Us or Call
MID-SOUTH DAILIES



"THE PAPER WITH AUTOMATIC MERCHANDISING"

TENNESSEE — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Warren	D2		22.7	.0146	6.4	13,285	.0088	3,449	1,423	1,095	2,077	338		16,834	.0077	742	2,630	.0094	84
McMinnville			7.8	.0050	2.4	11,658	.0077	2,477	1,256	1,023	2,077	270	2,563	7,587	.0034	973	3,161	.0050	100
Washington	G1		61.2	.0395	15.6	50,480	.0334	8,951	6,899	2,113	12,167	1,374		60,724	.0275	992	3,893	.0317	80
Johnson City			28.6	.0185	7.3	43,846	.0290	6,695	6,201	2,067	11,636	1,124	26,218	35,252	.0160	1,233	4,829	.0204	110
Wayne	C2		14.0	.0090	3.5	4,737	.0031	1,446	464	281	1,363	113		5,479	.0025	391	1,565	.0040	44
Weakley	B1		28.1	.0182	8.4	13,218	.0087	3,557	1,144	758	2,354	530		21,965	.0100	782	2,615	.0113	82
White	D1		16.4	.0106	4.3	7,009	.0047	1,847	591	1,164	1,593	268		8,877	.0040	541	2,064	.0056	82
Williamson	C1		24.3	.0157	6.4	11,390	.0075	3,028	1,116	704	1,952	299		17,048	.0077	702	2,664	.0092	90
Wilson	D1		26.7	.0172	7.6	15,494	.0102	3,263	1,419	1,074	4,338	425		18,731	.0085	702	2,465	.0108	83
Lebanon			8.0	.0052	2.4	12,342	.0081	2,320	698	1,009	405	319	*	6,335	.0029	792	2,640	.0049	94
Total Above Cities			1,144.3	.7387	333.9	1,692,341	1.1190	311,416	286,079	103,336	389,151	48,352	1,893,420	1,578,743	.7154	1,378	4,722	.8410	114
State Total			3,372.4	2.1768	906.4	2,426,468	1.6044	542,291	371,422	139,270	513,075	69,034		3,292,574	1.4938	976	3,633	1.6636	76
Per Capita Sales						720		161	110	41	152	20							
Per Family Sales						2,677		598	410	154	566	76							

TENNESSEE — SM Standard Metropolitan County Areas

Chattanooga		27	252.4	.1629	71.5	235,783	.1559	54,030	29,018	15,354	43,219	7,364		326,680	.1483	1,294	4,569	.1535	94
Knoxville		71	352.3	.2275	94.3	287,377	.1901	68,666	43,449	19,484	51,444	9,417		448,903	.2037	1,274	4,760	.2042	90
Memphis		86	502.6	.3244	141.7	569,750	.3767	106,782	132,606	25,740	120,951	16,221		680,411	.3087	1,354	4,802	.3322	102
Nashville		93	332.3	.2145	93.2	334,739	.2214	71,820	45,671	18,847	71,300	9,764		463,173	.2101	1,394	4,970	.2144	100

TEXAS — Counties and Cities —

(Other West South Central States: Arkansas, p. 196; Louisiana, p. 322; Oklahoma, p. 486.)

Texas state map—page 550

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Abilene	Taylor	49.4	122	24	26	52	30
Alice	Jim Wells	17.1	84	8	10	17	7
Amarillo	Potter	76.8	183	18	46	86	51
Athens	Henderson	5.1	26	12	9	17	4
Austin	Travis	138.8	325	32	60	97	65
Bay City	Matagorda	9.5	33	7	8	14	5
Baytown	Harris	24.3	65	14	15	27	10
Beaumont	Jefferson	97.5	393	24	86	71	32
Beeville	Bee	9.5	60	7	6	12	4
Big Spring	Howard	17.9	71	9	13	32	13
Borger	Hutchinson	19.3	47	6	16	22	8
Breckenridge	Stephens	6.6	22	6	8	19	4
Brenham	Washington	6.8	35	11	10	14	7
Brownfield	Terry	6.4	21	6	6	18	4
Brownsville	Cameron	38.2	159	15	12	20	13
Brownwood	Brown	20.4	76	13	13	35	15
Bryan	Brazos	19.4	81	9	14	25	9
Childress	Childress	7.6	29	8	5	17	7
Cleburne	Johnson	12.9	62	17	13	23	8
Conroe	Montgomery	7.4	24	8	12	17	5
Corpus Christi	Nueces	117.2	327	27	70	86	56
Corsicana	Navarro	18.8	89	12	11	30	13
Dallas	Dallas	452.2	969	155	265	231	177
Del Rio	Val Verde	14.3	59	6	8	14	10
Denison	Grayson	17.5	67	10	15	19	5

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

You can't cover BIG TEXAS with less

19 Stations in 19 Major Markets — Reaching 95% of the People of Texas.

TEXAS STATE NETWORK

1201 W. LANCASTER • FORT WORTH, TEXAS

Represented by JOHN BLAIR & CO.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Denton	Denton	22.0	59	10	20	28	12
Edinburg	Hidalgo	13.1	62	15	10	15	8
El Campo	Wharton	6.2	31	7	6	17	6
El Paso	El Paso	135.6	454	32	73	71	49
Fort Worth	Tarrant	291.5	663	77	140	170	114
Gainesville	Cooke	11.5	57	6	16	25	7
Galveston	Galveston	68.8	226	12	32	32	36
Gonzales	Gonzales	5.5	28	5	4	15	4
Greenville	Hunt	14.6	74	12	12	33	8
Harlingen	Cameron	24.6	109	11	24	23	9
Henderson	Rusk	6.7	34	11	12	19	5
Hereford	Deaf Smith	5.1	14	4	5	14	3
Highland Park	Dallas	12.0	10	3	3	.....	2
Hillsboro	Hill	8.3	26	10	15	19	3
Houston	Harris	622.3	1,407	148	368	274	237
Jacksonville	Cherokee	8.5	52	7	14	17	7
Kerrville	Kerr	7.9	37	5	6	14	4
Kilgore	Gregg	9.8	40	9	14	26	6
Kingsville	Kleberg	18.0	58	8	8	19	4
Lamesa	Dawson	11.1	41	10	11	24	9
Laredo	Webb	53.1	267	11	17	21	11
Levelland	Hockley	8.8	24	7	10	16	7
Littlefield	Lamb	6.7	29	4	9	19	5
Longview	Gregg	24.7	75	14	20	35	11
Lubbock	Lubbock	78.7	149	25	54	91	36
Lufkin	Angelina	15.4	73	9	20	26	9
McAllen	Hidalgo	21.1	47	12	17	20	8
McKinney	Collin	10.4	51	8	10	25	6
Marlin	Falls	6.9	44	10	5	15	7
Marshall	Harrison	22.2	97	11	21	25	10
Midland	Midland	24.7	43	5	16	17	10
Mineral Wells	Palo Pinto	8.8	42	6	8	23	5
Monahans	Ward	6.6	11	5	11	11	4
Mount Pleasant	Titus	6.3	32	8	11	15	4
Nacogdoches	Nacogdoches	12.1	52	9	11	22	8
New Braunfels	Comal	12.7	37	7	11	17	7
Odessa	Ector	32.8	65	10	20	25	20
Orange	Orange	24.0	64	4	22	24	8
Palestine	Anderson	12.3	63	10	16	23	8
Pampa	Gray	16.6	49	9	12	28	13
Paris	Lamar	21.5	112	10	18	37	12
Pasadena	Harris	23.7	26	11	16	8	8
Pecos	Reeves	8.5	25	5	4	14	5
Plainview	Hale	14.7	44	11	17	32	10
Port Arthur	Jefferson	59.7	199	17	34	46	33
Raymondville	Willacy	9.8	46	7	8	9	5
Rosenberg	Fort Bend	5.7	35	7	12	19	3
San Angelo	Tom Green	54.9	112	15	36	57	32
San Antonio	Bexar	421.7	1,424	100	162	226	169
San Benito	Cameron	14.0	86	10	12	10	5
Seguin	Gaudalupe	9.8	43	7	11	18	5
Sherman	Grayson	20.3	67	6	19	27	6
Snyder	Scurry	14.5	23	9	8	10	3
Sulphur Springs	Hopkins	8.8	47	11	9	15	7
Sweetwater	Nolan	14.0	44	8	15	24	8
Taylor	Williamson	9.0	48	7	9	22	6
Temple	Bell	26.8	75	8	19	34	16
Terrell	Kaufman	11.3	36	8	16	19	4
Texarkana	Bowie	25.5	99	8	16	26	14
Texas City	Galveston	17.3	36	7	17	14	11
Tyler	Smith	39.4	126	17	30	56	24
University Park	Dallas	25.2	15	3	10	2	8
Uvalde	Uvalde	9.0	29	4	3	3	3
Vernon	Wilbarger	12.8	48	6	12	29	10
Victoria	Victoria	16.7	73	11	13	25	8
Waco	McLennan	87.0	311	34	56	73	43
Waxahachie	Ellis	11.2	50	8	13	25	4
Weatherford	Parker	9.7	47	8	11	21	6
Weslaco	Hidalgo	7.9	45	12	9	12	9
Wichita Falls	Wichita	71.5	166	17	33	57	25

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Anderson	F3	.....	31.4	.0203	9.4	24,021	.0159	7,499	2,237	1,227	5,648	737	.....	25,214	.0114	803	2,682	.0144	71
Palestine	.....	.....	12.3	.0079	4.1	18,893	.0125	4,948	1,846	1,227	4,598	653	*	13,177	.0060	1,071	3,214	.0083	105
Andrews	C3	.....	6.5	.0042	1.9	3,753	.0025	1,338	200	175	942	112	.....	8,443	.0039	1,299	4,444	.0034	81
Angelina	G4	.....	36.7	.0236	10.8	32,466	.0214	7,998	3,460	2,169	7,630	1,046	.....	27,523	.0125	750	2,548	.0173	73
Lufkin	.....	.....	15.4	.0100	4.9	27,785	.0184	5,600	2,519	2,072	7,348	924	21,671	12,571	.0057	816	2,566	.0104	104
Aransas	F6	.....	4.2	.0027	1.3	3,207	.0022	1,172	40	40	174	222	.....	4,500	.0020	1,071	3,462	.0021	78
Archer	E2	.....	6.8	.0044	2.0	3,922	.0025	1,389	215	.....	485	161	.....	7,097	.0032	1,044	3,549	.0031	70
Armstrong	C2	.....	2.2	.0014	.8	1,531	.0011	309	62	.....	*	30	.....	2,209	.0010	1,004	2,761	.0010	71

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

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Metropolitan County Area Summaries Begin on page 168.



. . . GIVE EFFECTIVE COVERAGE OF THE REAL BUYING POWER OF SOUTH TEXAS.

The important consideration in this market, understandably, is "WHERE is the Circulation?" The San Antonio Express and Evening News provide concentrated penetration of all districts in San Antonio where rental values average $50 and above. Circulation? Linage? The NEWS holds an outstanding lead in both in the Evening field. The EXPRESS is far out in front in the Sunday field and is San Antonio's only morning newspaper.

In Addition...

The Lower Rio Grande Valley is served by "Valley Editions" flown to the Valley by Express-News airplanes . . . carry a large volume of advertising for Valley retailers . . . hold top position in Valley Retail Food linage. Advertising in one or both is given merchandising cooperation in San Antonio (more than a half-million population) and the Lower Rio Grande Valley in addition (more than 330,000).

Factually

SAN ANTONIO'S LEADING NEWSPAPERS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Atascosa	E5	.....	20.2	.0130	5.0	11,800	.0078	2,823	1,602	198	2,421	303	.....	14,325	.0065	709	2,865	.0081	62
Austin	F5	.....	14.5	.0094	4.8	13,606	.0090	3,054	2,222	201	2,287	270	.....	13,788	.0063	951	2,997	.0076	81
Bailey	C2	.....	7.8	.0050	2.2	8,636	.0057	1,951	750	454	2,150	272	.....	8,977	.0040	1,151	4,080	.0046	92
Bandera	D5	.....	4.4	.0028	1.4	3,628	.0024	1,266	27	*	*	154	.....	4,418	.0021	1,004	3,156	.0022	79
Bastrop	E5	.....	19.5	.0126	5.7	12,617	.0083	4,123	1,090	419	2,333	858	.....	13,828	.0062	709	2,426	.0080	63
Baylor	D2	.....	6.8	.0044	2.2	7,622	.0050	1,580	551	677	2,406	70	.....	7,008	.0032	1,031	3,185	.0040	91
Bee	E6	.....	18.4	.0119	5.0	17,211	.0114	3,981	1,808	658	3,353	804	.....	21,928	.0100	1,192	4,386	.0106	91
Beeville	.....	.....	9.5	.0061	2.9	15,118	.0100	3,419	1,484	610	503	483	2,305	12,592	.0057	1,325	4,342	.0071	116
Bell	E4	.....	79.4	.0513	20.4	56,484	.0374	13,940	4,489	2,968	13,038	1,973	.....	86,117	.0390	1,085	4,221	.0410	80
Temple	.....	.....	26.8	.0173	8.1	38,450	.0254	8,439	3,191	2,428	10,640	1,429	*	36,231	.0164	1,352	4,473	.0193	112
Bexar	E5	124	522.9	.3375	139.0	502,416	.3322	113,702	74,304	26,335	92,264	16,192	.....	756,005	.3430	1,448	5,439	.3387	100
▲San Antonio	.....	.....	421.7	.2722	117.3	483,379	.3196	108,359	73,477	26,153	91,803	15,230	305,100	598,505	.2716	1,419	5,102	.2861	105
Blanco	E4	.....	3.8	.0024	1.3	3,747	.0025	1,289	76	104	237	50	.....	4,579	.0021	1,205	3,522	.0023	96
Borden	C3	.....	1.1	.0008	.3	47	.....	11	.....	.....	.....	.....	.....	884	.0004	804	2,947	.0004	50
Bosque	E3	.....	11.5	.0074	3.8	9,591	.0063	2,300	383	368	1,526	450	.....	10,466	.0048	910	2,754	.0058	79

▲ and △ See end of state for Standard Metropolitan County Areas.

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*Withheld to avoid disclosure.

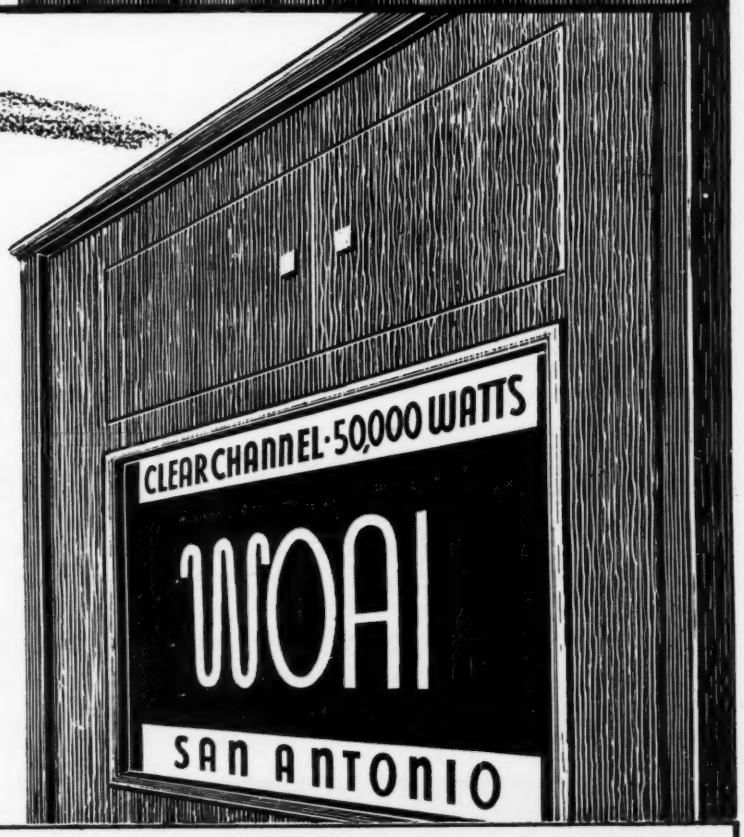
IN THE *BOOMING* SOUTHWEST . . .
THERE'S NO SUBSTITUTE FOR . . .



WOAI-TV San Antonio's *first* Television station. First on the air and first in audience in the nation's twenty-fifth city.

NBC

AND . . .



WOAI Clear Channel 50,000 watts, the ONE completely dominant advertising medium in the prosperous San Antonio-South Texas area. 1950 census figures show 60% population increase. Largest gain of any major city in Texas.

NBC - TQN

Represented Nationally by **EDWARD PETRY AND COMPANY, Inc.**

NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS • DALLAS • DETROIT



Re: BEAUMONT (Jefferson County) TEXAS

Check

• Population • Retail Sales • Number of Industrial Workers • Spendable Income • Newspaper Coverage • Grocery Store Distribution Survey • Housewives Brand Preference Survey of Grocery and Household Items • Available Route Lists and Effective Newspaper Merchandising Assistance.

Write The Branham Company with offices in Chicago, New York, Detroit, St. Louis, Dallas, Atlanta, Memphis, Charlotte, Los Angeles, San Francisco or the NATIONAL ADVERTISING DEPARTMENT

BEAUMONT ENTERPRISE
Morning—7 Days

BEAUMONT JOURNAL
Evening—6 Days

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



. . . tuned to your sales story!

For economical mass coverage of the richest, biggest market in the Southwest there's no substitute for WFAA! With two stations, each tailored program-wise, you can select or combine the WFAA frequency you need to reach a specific audience. WFAA-570 emphasizes news, music and special events. Big, clear channel WFAA-820 uses a programming measuring rod that has been a success for thirty years – strong mass appeal.
Here is the great Southwest . . . wide open for your sales message.
You can reach it . . . you can SELL IT . . . with the *double impact* of WFAA-820 and WFAA-570!

2 GREAT STATIONS covering THE RICH Southwest!

.5 MV/M Primary Area	WFAA-820	WFAA-570
Square Miles	116,000	95,214
Radio Homes	1,143,500	964,000
Population	4,508,906	3,829,547
Families	1,374,422	1,148,449
Retail Sales	$4,486,037,240	$3,817,735,610
Effective Buying Income	$5,401,326,660	$5,081,706,385
Buying Income per Family	$3,930	$4,425

SOURCE: SALES MANAGEMENT, MAY 10, 1952

WFAA 820 DALLAS our 30th year

NBC - ABC - TQN Affiliates

50 KW **WFAA-820** D A L

5 KW **WFAA-570** L A S

Alex Keese, Station Mgr.
EDWARD PETRY & CO.
National Representatives

Radio Service of The Dallas Morning News



AMONG FAMOUS BRANDS
ONE stands out!

TEXAS Ranch AND Farm

EDITED BY TEXANS FOR TEXANS

Texas RANCH & FARM
published and circulated by the
FORT WORTH STAR-TELEGRAM
First Sunday each month
Aman G. Carter, publisher I. E. McWhirter, Adv. Mgr.

These buying power and production figures tell the story of the wealthy 138 county market, covered by TEXAS RANCH and FARM

	% of Texas Total
682,986 Swine	43.2%
6,023,268 Sheep	70.1%
22,897,966 Poultry	81.5%
4,603,064 Cattle	53.6%
501,625 Dairy Cows	50.6%
3,865,049 Bales of Cotton	63.9%
191,992,826 Bushels of Grain	74.3%
179,606,000 Lbs. Peanuts	51.2%

(Figures compiled from Texas Almanac)

	% of Texas Total	
Population	43.4%	3,409,700
Families	45.1%	1,024,700
Retail Sales Total	48.3%	$3,679,348,000
Food Sales	45.3%	$ 737,647,000
Gen. Merchandise	51.3%	$ 409,831,000
Home Furniture	44.6%	$ 183,846,000
Auto	49.6%	$ 958,182,000
Drugs	49.7%	$ 108,184,000
Net Dollars	45.5%	$4,415,141,000
Farm Income	61.6%	$1,301,191,000

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TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Bowie	G2	184	63.8	.0412	19.0	51,482	.0341	14,030	7,469	2,039	9,951	1,827	.....	64,902	.0294	1,017	3,416	.0332	91
△Texarkana (Ark.)-Texarkana (Tex.)	.....	.....	41.6	.0269	13.4	67,415	.0446	13,902	2,394	3,281	13,975	2,012	*	49,114	.0223	1,181	3,665	.0399	111
1Texarkana	.....	.....	25.5	.0165	8.2	36,892	.0244	8,457	1,660	1,710	8,475	1,381	*	30,389	.0138	1,192	3,706	.0175	108
Brazoria	F5	.....	50.0	.0322	13.8	44,866	.0296	13,013	2,584	2,036	10,669	1,386	.....	61,576	.0279	1,232	4,462	.0293	91

1 Texarkana is in Bowie County, Texas and Miller County, Arkansas.
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

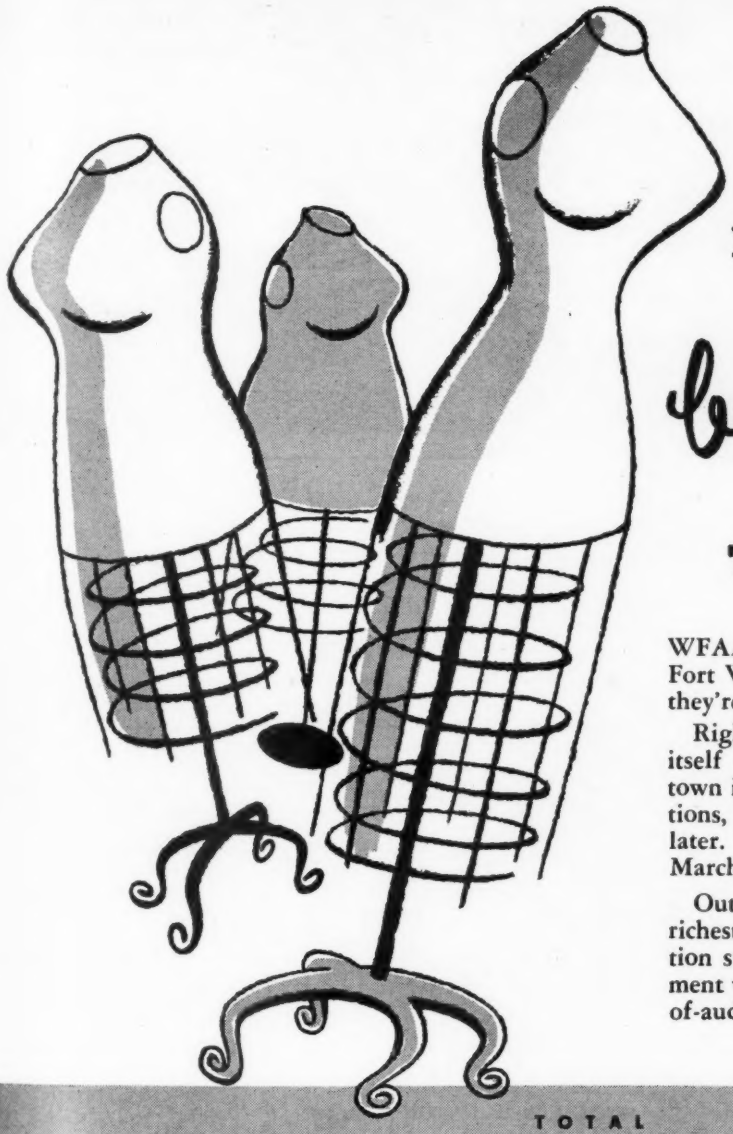
239,330 PEOPLE LIVE WITHIN KCMC .05M V/M AREA



KCMC, TEXARKANA (Tex-Ark) is at the hub of a four-state area rich in oil, manufacturing, agriculture, lumber, livestock. Red River Arsenal (largest in U.S.). Sell these prosperous people your products!

KCMC and KCMC-FM

FRANK O. MYERS, MANAGER O. L. TAYLOR COMPANY, REPRESENTATIVES



FIGURES ARE GETTING *better* ALL THE TIME!

WFAA-TV's figures in the big, beautiful Dallas-Fort Worth market rate a long, low whistle! And they're improving all the time!

Right now, this nine-county market is gathering itself for a big television boom . . . the cable hits town in time for the GOP and Democratic conventions, with microwave hookup due a few months later. Viewer interest is soaring and the area's March 10 set-count of 157,868 is just the beginning.

Out in front of this build-up in Texas' biggest, richest television market is WFAA-TV – its position strengthened by aggressive program development with sponsors beaming over a growing share-of-audience.

	TOTAL	PER FAMILY WFAA-TV MKT.	PER FAMILY U. S.	GAIN
Population	1,270,700			
Number of Families	389,600			
Net Effective Buying Power	$1,998,192,000	$5,129	$4,922	+ 4%
PURCHASES (per family average)				
Retail Stores	$1,563,979,000	$4,014	$3,377	+ 19%
Automotive Stores	298,906,000	767	599	+ 28%
General Merchandise Stores	318,693,000	818	402	+103%
Food Stores	307,918,000	790	813	— 3%
Furniture-Household-Radio Stores	74,293,000	191	176	+ 9%
Drug Stores	50,506,000	130	99	+ 31%

SOURCE: SALES MANAGEMENT'S 1952 SURVEY OF BUYING POWER

NOW 157,868 TV HOMES : TELECASTING MARCH 10, 1952

WFAA-TV *first in Dallas* **CHANNEL 8** 27.1 KW VIDEO • 13 KW AUDIO • NBC-ABC-DUMONT

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY • RALPH NIMMONS, STATION MANAGER

TELEVISION SERVICE OF THE DALLAS MORNING NEWS



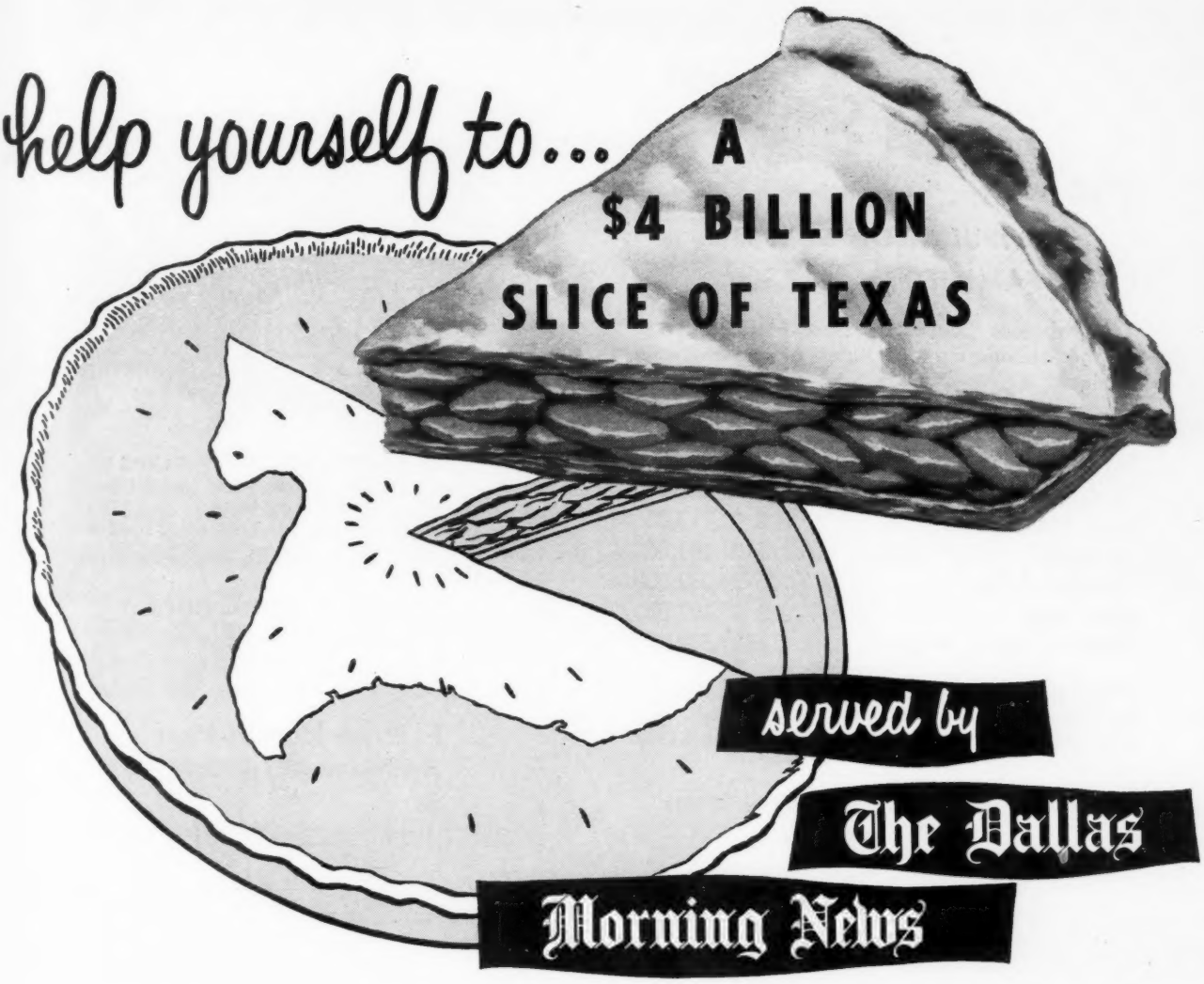
TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52			RETAIL SALES — 1951 SM ESTIMATES							MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951					
								FIVE STORE GROUPS (in thousands of dollars—add 000)											
			Total (thousands)	% of U.S.A.	Families (thousands)	Dollars (add 000)	% of U.S.A.	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug		Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Brazos	F4		40.2	.0260	10.9	36,813	.0244	8,508	2,828	1,931	9,432	1,216		38,587	.0166	910	3,357	.0208	80
Bryan			19.4	.0125	6.0	31,610	.0209	6,905	2,463	1,689	9,432	642	•	18,705	.0084	964	3,118	.0130	104
Brewster	B5		7.4	.0048	1.9	7,436	.0049	1,861	500	179	1,851	313		8,123	.0037	1,098	4,275	.0043	90
Briscoe	C2		3.6	.0023	1.0	3,254	.0022	838	214	282	789	71		3,905	.0018	1,085	3,905	.0020	87
Brooks	E7		9.6	.0062	2.5	9,632	.0063	2,408	625	263	1,578	298		7,581	.0034	790	3,032	.0048	77
Brown	D4		28.8	.0186	9.3	28,345	.0188	6,830	3,134	1,390	8,190	1,320		35,086	.0159	1,218	3,773	.0173	93
Brownwood			20.4	.0132	6.7	25,876	.0171	6,004	3,086	1,293	7,865	1,195	•	27,850	.0127	1,365	4,157	.0141	107
Burleson	F4		12.7	.0082	3.8	8,899	.0059	2,922	1,112	244	588	242		9,525	.0044	750	2,507	.0056	68
Burnet	E4		10.4	.0067	3.1	7,059	.0046	1,430	634	235	1,806	249		10,027	.0045	964	3,235	.0050	75
Caldwell	E5		19.0	.0122	5.4	19,609	.0130	3,988	1,984	701	6,359	448		20,860	.0095	1,098	3,863	.0111	91
Calhoun	F6		9.5	.0062	2.8	7,007	.0046	1,917	284	•	1,257	166		9,286	.0042	977	3,316	.0047	76
Callahan	D3		9.0	.0058	2.9	5,747	.0038	2,161	444	216	1,111	291		9,036	.0041	1,004	3,116	.0044	76
Cameron	E7	167	131.9	.0851	32.6	104,204	.0689	23,412	14,330	4,737	21,030	2,820		134,176	.0609	1,017	4,116	.0681	80
△*Brownsville-Harlingen-McAllen*			*83.9*	*.0541*	*22.0*	*106,879*	*.0706*	*19,555*	*16,447*	*6,039*	*26,073*	*3,177*	*44,124*	*89,572*	*.0406*	*1,068*	*4,071*	*.0522*	*86*
Harlingen			24.6	.0159	6.9	41,174	.0272	6,282	6,395	1,912	11,661	906	21,917	34,914	.0158	1,419	5,060	.0192	121
Brownsville			38.2	.0246	9.5	35,988	.0238	8,378	5,970	1,789	6,675	1,267	11,361	33,754	.0153	884	3,553	.0197	80
San Benito			14.0	.0090	3.5	12,738	.0085	3,514	1,389	800	2,359	331	3,823	12,556	.0057	897	3,587	.0072	80
Camp	F3		8.7	.0056	2.6	5,238	.0035	1,702	606	366	966	60		6,640	.0030	763	2,554	.0037	68
Carson	C1		6.8	.0044	2.0	6,882	.0045	1,411	310	32	1,359	290		9,374	.0042	1,379	4,687	.0043	98
Cass	G3		26.2	.0168	7.3	18,967	.0126	3,406	2,406	501	7,123	561		19,300	.0088	737	2,644	.0115	68
Castro	C2		5.5	.0036	1.6	4,269	.0028	899	283	•	401	50		6,846	.0031	1,245	4,279	.0031	86
Chambers	G5		7.9	.0051	2.3	6,715	.0044	1,846	599	•	798	70		9,939	.0045	1,258	4,321	.0046	90
Cherokee	F3		38.3	.0247	10.4	28,008	.0186	8,325	2,614	1,827	6,043	971		32,318	.0147	844	3,108	.0179	72
Jacksonville			8.5	.0055	2.7	16,359	.0108	4,101	1,437	1,334	3,742	666	•	9,557	.0044	1,124	3,540	.0065	116
Childress	D2		12.2	.0079	3.8	16,056	.0106	3,921	1,690	450	4,219	356		15,349	.0069	1,258	4,039	.0082	104
Childress			7.6	.0049	2.4	15,365	.0101	3,700	1,502	450	4,219	356	•	10,275	.0046	1,352	4,281	.0063	129
Clay	E2		9.7	.0063	3.0	6,837	.0045	1,830	95	121	2,058	235		10,392	.0047	1,071	3,464	.0050	79
Cochran	C2		6.3	.0040	1.7	6,095	.0040	1,544	149	343	1,244	129		5,463	.0025	870	3,225	.0033	63
Coke	D4		4.1	.0027	1.2	2,917	.0020	863	111	79	•	79		4,334	.0020	1,057	3,612	.0021	78
Coleman	D4		15.0	.0096	4.8	15,172	.0100	3,313	887	424	4,221	541		16,866	.0077	1,124	3,514	.0088	92
Collin	F3		41.4	.0268	12.8	32,631	.0216	9,546	3,028	1,305	6,688	909		38,228	.0173	923	2,987	.0206	76
McKinney			10.4	.0068	3.4	17,896	.0119	4,247	1,739	979	5,087	451	3,663	10,855	.0050	1,044	3,193	.0074	109
Collingsworth	D2		9.0	.0058	2.6	9,356	.0062	2,157	632	286	2,648	304		10,845	.0049	1,205	4,171	.0058	95
Colorado	F5		17.6	.0113	5.4	21,652	.0143	4,485	1,552	258	4,250	366		17,670	.0080	1,004	3,272	.0106	94
Comal	E5		16.9	.0110	4.9	19,009	.0125	3,949	2,401	692	5,267	536		23,296	.0106	1,378	4,754	.0113	103
New Braunfels			12.7	.0082	3.7	18,058	.0119	3,295	1,866	692	5,267	536	3,634	18,025	.0081	1,419	4,872	.0092	112
Comanche	E3		15.3	.0098	4.9	12,456	.0083	2,758	1,875	210	2,656	581		11,475	.0052	750	2,342	.0071	72
Concho	D4		5.0	.0033	1.6	4,480	.0029	913	145	•	1,087	87		6,157	.0028	1,231	3,848	.0029	88
Cooke	E2		21.9	.0141	6.7	23,683	.0157	5,259	1,886	1,193	6,225	826		24,625	.0112	1,124	3,675	.0131	93
Gainesville			11.5	.0074	3.8	20,571	.0136	3,919	1,788	1,061	5,448	762	•	16,474	.0075	1,433	4,335	.0093	126
Coryell	E4		16.0	.0103	5.0	10,001	.0066	3,074	722	557	2,267	289		14,774	.0067	923	2,955	.0074	72
Cottle	D2		6.0	.0039	1.7	7,069	.0047	1,840	592	244	1,845	218		7,230	.0033	1,205	4,253	.0038	97
Crane	C4		4.3	.0028	1.3	3,850	.0025	856	94	87	831	72		4,607	.0021	1,071	3,544	.0024	88
Crockett	C4		4.2	.0027	1.2	4,798	.0032	1,138	190	•	1,392	180		4,834	.0021	1,151	4,028	.0026	90
Crosby	C2		9.5	.0061	2.8	9,700	.0064	2,659	498	238	2,186	232		9,160	.0042	964	3,271	.0052	85
Culberson	B4		1.8	.0012	.5	2,589	.0017	516	90	.....	758	60		2,170	.0010	1,206	4,340	.0013	100
Dallam	C1		7.7	.0049	2.4	12,703	.0084	2,616	890	336	3,286	486		11,651	.0053	1,513	4,855	.0062	127
Dallas	F3	35	648.0	.4183	200.3	848,510	.5611	158,256	172,163	43,654	163,800	28,297		1,136,548	.5156	1,754	5,674	.5090	122

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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The Dallas News is the one influence that binds into a single community the 3 million people in the Double Dallas Market. It is the family newspaper of 72 counties. It is the breakfast-time visitor that brings these families information on everything from fashions to farming. Throughout Dallas County and North Texas, The News is the dominant newspaper. In this market of more than a third of the State's population, the reliability and prestige of The News give force to its advertising ■ To the advertiser's advantage, this market and The News' circulation join ideally with adjacent markets to provide extensive, unduplicated coverage of the great Southwest ■ Take a close look at this $4 billion slice of Texas that only The News can deliver—with the influence and sales impact which the advertiser gets only through The News.

THE DOUBLE DALLAS MARKET

Population	3,144,400
Retail Sales	$3,264,267,000
Effective Buying Income	$4,006,738,000
Number of Families	939,100
Buying Income per Family	$4,266

Source: Sales Management, May 10, 1952

The Dallas News Circulation

Weekdays	165,041
Sundays	174,942



dominating the **72-county DOUBLE DALLAS MARKET!**

The Dallas Morning News

RADIO-TELEVISION STATIONS WFAA • TEXAS ALMANAC

CRESMER AND WOODWARD, INC., *Representatives* • *New York* • *Chicago* • *Detroit* • *Atlanta* • *San Francisco* • *Los Angeles*

The Fabulous Southwest

POPULATION 524,900
FAMILIES 137,800

The Fabulous Southwest is a MUST market in the distribution and sales of any national product.

This market offers advertisers—

Retail Sales	$500,382,000
Food Sales	$110,976,000
Genl. Merchandise	$ 57,713,000
Automotive Sales	$101,201,000
Furniture Sales	$ 23,232,000
Drug Sales	$ 17,397,000
Effective buying income	$627,309,000

This market is YOURS when you advertise in the El Paso Times and El Paso Herald-Post, two separate and distinct newspapers — one LOW rate buys both.

The biggest hunk of the United States that 27c can buy.



12 COUNTIES IN WEST TEXAS
12 COUNTIES IN NEW MEXICO
Coverage Daily Combination.....57%
Coverage Sunday Combination....68%

The El Paso Times
AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

El Paso Herald-Post
A SCRIPPS HOWARD NEWSPAPER
EVENING

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲Dallas			452.2	.2919	142.7	756,115	.5000	119,400	168,447	40,901	156,926	23,442	933,315	853,569	.3873	1,888	5,982	.4020	128
University Park			25.2	.0162	8.1	13,004	.0086	6,517	160	1,053	1,170	1,338	*	75,233	.0341	2,985	9,288	.0229	141
Highland Park			12.0	.0078	4.5	12,547	.0083	6,278	166	204	.....	733	*	39,193	.0178	3,266	8,710	.0129	155
Dawson	C3		19.6	.0127	5.4	23,822	.0157	5,191	1,906	730	5,843	713	.....	23,878	.0109	1,218	4,422	.0127	100
Lamesa			11.1	.0072	2.2	21,123	.0139	4,341	1,813	729	5,609	641	*	13,817	.0063	1,245	6,280	.0087	121
Deaf Smith	C2		9.7	.0062	2.8	12,969	.0086	3,052	793	558	2,760	352	.....	12,470	.0056	1,286	4,454	.0066	108
Hereford			5.1	.0032	1.4	12,844	.0085	2,670	744	480	2,760	352	609	6,692	.0030	1,312	4,780	.0047	147
Delta	F3		6.7	.0057	2.6	6,365	.0042	1,872	430	266	2,084	76	.....	6,170	.0028	709	2,373	.0038	67
Denton	E3		42.3	.0273	12.0	38,322	.0254	8,942	2,784	1,454	10,615	1,445	.....	51,533	.0234	1,218	4,294	.0248	91
Denton			22.0	.0142	5.5	26,860	.0178	5,621	2,207	1,210	7,921	1,179	3,977	24,153	.0109	1,098	4,391	.0136	96
De Witt	E5		22.9	.0148	6.9	26,620	.0176	6,352	1,472	1,027	4,526	694	.....	23,294	.0106	1,017	3,376	.0135	91
Dickens	D2		7.0	.0045	2.0	7,980	.0052	1,711	714	499	1,934	212	.....	7,964	.0036	1,138	3,982	.0043	96
Dimmit	D6		11.0	.0071	2.3	5,375	.0036	1,545	120	127	968	148	.....	8,249	.0037	750	3,587	.0044	62
Donley	D2		6.1	.0039	1.9	6,379	.0042	1,561	473	458	1,183	231	.....	7,270	.0033	1,192	3,826	.0037	95
Duval	E5		15.2	.0098	3.7	9,223	.0061	3,370	518	440	1,141	442	.....	15,664	.0071	1,031	4,234	.0073	74
Eastland	D3		23.5	.0152	7.9	28,885	.0191	7,767	2,988	1,054	7,345	882	.....	21,700	.0099	923	2,747	.0137	90
Ector	C4		49.7	.0321	14.9	54,848	.0353	13,448	2,318	3,154	12,581	1,725	.....	79,818	.0362	1,606	5,357	.0354	110
Odessa			32.8	.0212	10.3	51,514	.0341	12,636	2,105	2,867	12,078	1,640	*	54,015	.0246	1,647	5,244	.0268	126
Edwards	D5		3.0	.0019	.8	1,641	.0011	640	132	56	*	64	.....	3,615	.0016	1,205	4,519	.0015	79
Ellis	F3		45.6	.0294	13.5	39,481	.0261	11,978	3,001	1,291	8,701	1,217	.....	45,178	.0205	991	3,347	.0240	92
Waxahachie			11.2	.0072	3.5	18,250	.0120	4,339	1,382	956	4,353	518	*	13,348	.0060	1,192	3,814	.0080	111
El Paso	A4	44	209.4	.1352	51.5	206,496	.1365	44,553	33,804	12,512	41,632	7,483	.....	269,205	.1222	1,286	5,227	.1291	95
△El Paso			135.6	.0876	36.2	183,486	.1213	34,515	32,999	12,029	39,900	6,601	143,141	192,453	.0873	1,419	5,316	.0975	111
Erath	E3		18.2	.0118	6.0	17,195	.0114	3,104	1,786	513	3,956	486	.....	20,223	.0091	1,111	3,371	.0103	87

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Where 89.1% of The Times Herald circulation is concentrated

Since last year's Survey of Buying Power, Dallas County has

- ✲ 27,600 *more* people, with
- ✲ $66,036,000 *more* effective buying power, creating
- ✲ $55,505,000 *more* in retail sales

MORE PEOPLE
MORE MONEY
MORE SALES

CITY OF DALLAS, GROWTH STATISTICS*

	1950	1951
Bank Deposits (as of Dec. 31)	$ 1,362,256,198	$1,536,135,788
Bank Clearings	$14,451,331,000	$16,446,724,000
Bank Debits	$15,204,618,000	$17,222,571,000
Postal Receipts	$13,044,551	$14,280,273
Gas Meters (as of Dec. 31)	147,976	159,377
Water Meters (as of Dec. 31)	131,239	142,931
Electric Meters (as of Dec. 31)	146,275	161,358
Telephones	236,794	258,962
Electricity Consumption (KWH)	932,136,334	1,114,950,168
Gas Consumption (cu. ft.)	41,098,853,000	48,574,098,000
Total Construction Awards (F. W. Dodge Reports)	$184,009,000	$209,529,000
Residential Building (F. W. Dodge Reports)	$115,001,000	$112,865,000
Non-Residential Building (F. W. Dodge Reports)	$ 47,344,000	$ 79,041,000
Employment (non-agricultural) (December average)	268,000	280,750

*Above data from National and State Bank Calls, Dallas Clearing House Association, Dallas Federal Reserve Bank, Dallas Post Office, Lone Star Gas Company, United Gas Pipe Line Company, City of Dallas, Dallas Power & Light Company, Southwestern Bell Telephone Company, F. W. Dodge Reports and Dallas Office, Texas Employment Commission.

Owner and operator of Radio Station KRLD 50,000 Watts day and night Affiliated with the CBS Radio Network and KRLD-TV the most powerful television station in Texas affiliated with CBS Television Network

THE DALLAS TIMES HERALD

NATIONALLY REPRESENTED BY THE BRANHAM CO.

Offices—New York, Chicago, Los Angeles, Detroit, Dallas, Memphis, Atlanta, San Francisco, Charlotte, N. C., St. Louis.

SOUTHWEST COLOR GROUP'S

4-Color Standard-Size Sunday Comics

OFFER A GROUP BUY AT LOW FREQUENCY RATES IN EIGHT MARKETS, TOTALLING

180,000 NET PAID CIRCULATION!

Frequency Rates Offer Savings up to 29%

TOTAL RETAIL SALES ..... $1,084,138,000—UP 10% OVER 1950
TOTAL FOOD SALES ..... 252,444,000—UP 15% OVER 1950
TOTAL DRUG SALES ..... 35,563,000—UP 22% OVER 1950
EFFECTIVE BUYING INCOME .. 1,312,232,000—UP 8% OVER 1950

Black-and-White — or Color Comic Advertisers Will Do Well To Consider the Potential Sales and Merchandising Services Afforded In These 8 Important Secondary Markets in Texas!

Represented by

TEXAS QUALITY NEWSPAPERS, INC.

Headquarters: National City Bldg., Dallas 1, Texas
New York Chicago

Totals For Market Areas of Our 8 Papers—SM 1951 Estimates (In Thousands):	Total Retail Sales:	Food:	Drug:	Effective Buying Income:
Abilene Reporter-News	244,727	52,607	8,199	261,101
Big Spring Herald	44,703	9,562	1,308	47,179
Corpus Christi Caller-Times	319,095	77,284	10,938	468,516
Denison Herald	80,768	21,963	2,661	90,281
Marshall News Messenger	79,017	19,179	2,294	92,258
Paris News	66,651	18,142	2,253	71,581
San Angelo Standard-Times	223,637	48,929	7,166	253,004
Snyder Daily News	25,540	4,778	744	26,222
8-MARKET TOTALS	1,084,138	252,444	35,563	1,312,232

TEXAS — (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Falls	F4	.....	26.2	.0169	7.8	22,827	.0151	5,438	1,688	844	4,168	589	.....	21,038	.0096	803	2,806	.0127	75
Marlin	.....	.....	6.9	.0044	2.3	13,603	.0090	2,795	1,487	594	3,453	473	1,143	7,484	.0034	1,085	3,254	.0063	120
Fannin	F2	.....	30.5	.0197	9.7	20,652	.0138	6,609	2,269	736	4,044	843	.....	24,895	.0113	816	2,566	.0137	70
Fayette	F5	.....	23.9	.0154	7.2	21,704	.0144	4,345	2,910	1,082	3,439	654	.....	23,679	.0107	991	3,289	.0128	83
Fisher	D3	.....	10.8	.0070	3.1	7,662	.0050	2,149	604	174	1,555	303	.....	9,399	.0043	870	3,032	.0051	73
Floyd	C2	.....	10.5	.0067	3.3	11,570	.0077	2,527	823	464	2,557	359	.....	11,668	.0053	1,111	3,536	.0063	94
Foard	D2	.....	4.2	.0027	1.2	4,128	.0027	832	162	243	1,120	69	.....	4,328	.0019	1,030	3,607	.0023	85
Fort Bend	F5	.....	30.4	.0197	8.0	30,904	.0205	5,923	2,733	1,120	9,881	465	.....	31,731	.0144	1,044	3,966	.0173	88
Rosenberg	.....	.....	5.7	.0037	1.7	15,532	.0103	2,807	1,012	797	7,501	144	1,321	8,241	.0038	1,446	4,848	.0057	154
Franklin	F3	.....	6.0	.0038	1.9	3,774	.0024	712	325	*	1,295	70	.....	4,499	.0021	750	2,368	.0025	66
Freestone	F4	.....	15.2	.0099	4.5	10,263	.0068	2,871	746	307	2,477	364	.....	12,407	.0056	816	2,757	.0068	89
Frio	D5	.....	10.5	.0067	2.6	6,926	.0046	1,998	243	*	1,598	174	.....	8,293	.0038	790	3,190	.0048	69
Gaines	C3	.....	9.0	.0058	2.5	12,549	.0083	2,517	430	330	5,027	380	.....	12,047	.0054	1,339	4,819	.0064	110
Galveston	F5	53	117.3	.0758	35.1	127,500	.0843	29,256	12,342	8,588	19,805	5,035	.....	188,382	.0855	1,606	5,367	.0832	110
▲Galveston	.....	.....	68.8	.0444	20.7	90,653	.0600	19,884	9,501	6,295	14,010	3,514	50,689	114,212	.0518	1,660	5,517	.0528	119
Texas City	.....	.....	17.3	.0112	5.2	21,167	.0140	5,248	1,685	1,643	4,689	891	*	28,260	.0128	1,634	5,435	.0128	114
Garza	C3	.....	6.5	.0042	1.9	6,274	.0042	1,523	417	421	1,042	158	.....	8,091	.0037	1,245	4,258	.0040	95
Gillespie	E5	.....	10.5	.0067	3.3	11,930	.0079	2,531	1,000	597	2,447	223	.....	14,056	.0063	1,339	4,259	.0069	103
Glasscock	C4	.....	1.0	.0007	.3	380	.0002	52	.....	.....	.....	31	.....	871	.0004	871	2,903	.0004	57
Goliad	E5	.....	6.1	.0039	1.6	4,550	.0030	1,139	365	*	601	65	.....	5,471	.0025	897	3,419	.0029	74
Gonzales	E5	.....	20.8	.0134	5.7	27,541	.0182	4,532	1,182	310	4,004	302	.....	20,330	.0092	977	3,567	.0127	95
Gonzales	.....	.....	5.5	.0035	1.5	13,520	.0089	2,268	586	249	2,804	169	*	6,038	.0027	1,098	4,025	.0047	124
Gray	D1	.....	24.7	.0160	7.9	38,300	.0254	8,763	3,831	1,275	10,012	1,857	.....	33,393	.0152	1,352	4,227	.0194	115
Pampa	.....	.....	16.6	.0108	5.4	34,344	.0227	7,341	3,134	1,137	9,416	1,603	12,147	25,119	.0114	1,513	4,652	.0147	136
Grayson	F2	.....	70.6	.0456	22.2	70,578	.0466	18,434	6,463	4,169	19,142	2,261	.....	85,074	.0388	1,205	3,832	.0424	93
Sherman	.....	.....	20.3	.0131	6.7	31,513	.0208	6,524	2,914	2,376	9,547	1,184	11,696	25,269	.0115	1,245	3,771	.0146	111
Denison	.....	.....	17.5	.0113	5.9	26,905	.0178	7,460	2,891	1,652	7,986	739	5,830	28,105	.0128	1,606	4,764	.0140	124

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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79 Million Dollars Invested in ONE city by new and expanding industries in ONE year..

DALLAS!

This tremendous capital investment by some of the country's top industries was made only after a careful study proved to them that Dallas offered all the facilities for good business.

SOME OF THE NATIONALLY KNOWN INDUSTRIES WHO CHOSE DALLAS FOR NEW PLANT CONSTRUCTION OR EXPANSION DURING 1951 . . .

American Meter Co.
Burton-Dixie Corp.
Collins Radio Co.
Diamond Alkali Co.
Ford Motor Co.
Gates Rubber Co.
International Harvester Co.
John Deere Plow Co.
Johnson & Johnson
Minnesota Mining & Manufacturing Co.
National Container Corp. of Texas
Oil Well Supply Co.
Pioneer Rubber Mills
Simmons Company
Square D Company
Stokely Foods, Inc.
Sylvania Electric Products
U. S. Envelope Co.
United States Furniture Corp.
Varel Manufacturing Co.
Westinghouse Electric Corp.

RESULT: 141 ACRES OF NON-RESIDENTIAL CONSTRUCTION WAS PUT UNDER-ROOF DURING 1951.

This in itself tells the story of the phenomenal pace of Dallas' diversified industrial progress. It is a factual story that warrants your investigation.

An excellent labor supply, center of Southwest transportation, more than adequate gas and electric power, 552,000 progressive citizens with an effective buying power of over one billion dollars . . . these are factors which influenced executives in their decision. We will be glad to give you specific details.

Dallas Chamber of Commerce
DALLAS, TEXAS

LONGVIEW sets the pace in East Texas

. . . . and here's why:

- FIRST in heavy industrial development, with such plants as R. G. LeTourneau, Inc. and Texas Eastman Corporation, G. A. Kelly Plow Company, LeBus Rotary Tool Works, Garrett Oil Tools, Inc., Cummer-Graham Company, and many others.
- FIRST with a completely integrated steel plant that will have a daily production of 1,000 tons.
- FIRST in population growth, with an increase of 78.2 per cent.
- FIRST in residential, commercial, church and school building.
- FIRST in transportation, with three trunk-line railroads, two airlines, a network of highways including transcontinental U. S. Highway 80.
- FIRST in natural gas, oil and electricity.
- Longview-Gregg County market has 23,000 non-agricultural wage earners receiving approximately $4,500,000 monthly.

THE LONGVIEW-GREGG COUNTY MARKET IS FIRST IN EAST TEXAS and 15th IN THE STATE IN RETAIL SALES.

- A $115,000,000 expansion program, including a second blast furnace and several additional coke ovens, is underway at Lone Star Steel Company, a $50,000,000 plant 30 miles north of Longview.

LONGVIEW DAILY NEWS · MORNING JOURNAL · SUNDAY NEWS-JOURNAL

Carl L. Estes, Publisher • Represented Nationally by TEXAS DAILY PRESS LEAGUE Offices in Principal Cities

TEXAS — (Continued)

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COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Gregg	G3	.....	61.7	.0398	18.9	94,163	.0623	16,372	8,422	5,570	29,979	2,355	.....	85,051	.0386	1,378	4,500	.0460	110
Longview	.....	.....	24.7	.0159	7.8	46,609	.0308	7,775	5,030	3,199	14,783	1,072	18,129	37,374	.0169	1,513	4,792	.0209	131
2Kilgore	.....	.....	9.8	.0063	3.6	25,787	.0171	3,343	1,926	1,527	10,162	762	14,937	15,219	.0069	1,553	4,228	.0098	136
Grimes	F4	.....	14.5	.0093	4.4	11,396	.0075	3,477	997	390	2,681	323	.....	11,066	.0050	763	2,515	.0069	71
Guadalupe	E5	.....	25.4	.0184	7.0	20,990	.0139	5,510	979	1,404	3,565	438	.....	24,154	.0110	951	3,451	.0130	79
Seguin	.....	.....	9.8	.0064	2.9	16,188	.0107	3,366	814	1,404	3,317	362	*	10,359	.0047	1,057	3,572	.0068	106
Hale	C2	.....	29.5	.0191	8.6	45,049	.0298	8,167	4,784	1,891	11,117	1,621	.....	38,708	.0175	1,312	4,501	.0215	113
Plainview	.....	.....	14.7	.0094	4.4	35,947	.0238	5,878	4,083	1,786	9,806	1,354	4,798	13,379	.0061	910	3,041	.0121	139
Hall	D2	.....	10.9	.0070	3.1	12,662	.0084	3,155	886	510	2,273	617	.....	11,377	.0052	1,044	3,670	.0065	93
Hamilton	E4	.....	10.5	.0068	3.4	10,715	.0070	3,963	902	386	1,545	317	.....	11,946	.0054	1,138	3,514	.0082	91
Hansford	C1	.....	4.3	.0028	1.3	6,256	.0042	897	666	75	978	303	.....	5,927	.0027	1,378	4,559	.0032	114
Hardeman	D2	.....	10.2	.0065	3.2	9,664	.0064	2,404	795	559	1,524	318	.....	11,740	.0053	1,151	3,669	.0059	91
Hardin	G4	.....	20.1	.0130	5.7	13,204	.0087	3,715	1,708	460	1,921	367	.....	18,827	.0086	937	3,303	.0095	75

2 Kilgore is in Gregg and Rusk Counties.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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RICH . . . IN ALMOST EVERYTHING!

16-county area contains oil, gas, coal, iron ore and other vast mineral deposits, manufacturing, agriculture, live stock (beef and dairying), lumbering—making this area one of the richest and most densely populated in the state. (Population is 40.3 per square mile against 29.4 for Texas as a whole). Building construction is in excess of $90 millions and the end is not in sight.

A mighty good market to sell today — a better market tomorrow!



James R. Curtis, Pres.
Curtis Building, Longview, Texas
Representatives: Donald Cooke, Inc,

KFRO LONGVIEW, TEXAS

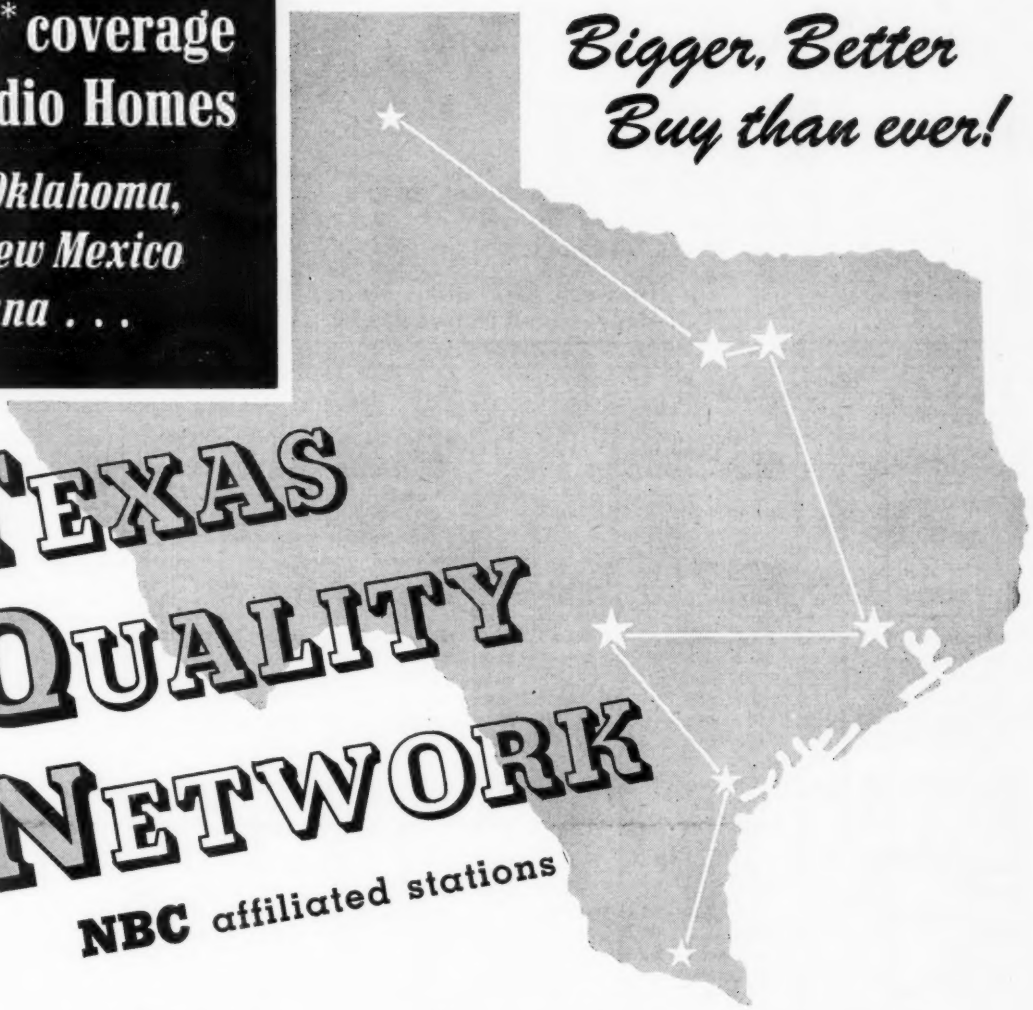
ABC 1000 watts full time 1370 KC

T-Q-N

Gives 91.3%* coverage of Texas Radio Homes

. . . plus Oklahoma, Arkansas, New Mexico and Louisiana . . .

Bigger, Better Buy than ever!



TEXAS QUALITY NETWORK

NBC affiliated stations

A Market of over two million families, with over $7,600,000,000 in retail sales, over $9,700,000,000 in effective buying income—and growing every day. In the booming Southwest business is good!

Coverage that blankets Texas...gives the most economical coverage possible! Reaching over 1,500,000 families daytime —over 2,000,000 families nighttime—TQN delivers most listeners for fewest dollars.

WFAA ★ 820 Dallas

WBAP ★ 820 Ft. Worth

KPRC ★ 950 Houston

WOAI ★ 1200 San Antonio

KRGV ★ Weslaco

KGNC ★ Amarillo

KRIS Corpus Christi

**Based on BMB for Counties with 50% - 100% evening coverage.*

Contact any TQN station or their representative for availabilities.

COVERING THE RICHEST MARKETS IN THE GREAT SOUTHWEST . . .

- The Rich RIO GRANDE VALLEY in Texas
- A Big Slice of TEXAS GULF COAST and NORTHERN MEXICO

K-SOX

HARLINGEN, TEXAS
50,000 WATTS — 1530 KC

- Fabulous HOUSTON . . . and Surrounding Area . . . the South's #1 Market

KTHT
5000 W 790 KC

RADIO PLAZA, HOUSTON, TEXAS

Network Affiliation: Mutual Broadcasting System
Represented Nationally by AVERY-KNODEL, Inc.

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Harris	F5	61	849.4	.5483	256.3	998,324	.6601	238,192	121,656	66,872	196,084	31,058	.....	1,523,588	.6912	1,794	5,945	.6533	119
▲Houston	.....	.....	622.3	.4017	191.1	859,156	.5681	188,669	118,219	58,266	179,717	26,115	1,012,112	1,124,487	.5102	1,807	5,884	.5059	126
Baytown	.....	.....	24.3	.0157	7.5	32,504	.0215	9,133	2,176	2,674	8,866	1,067	*	42,299	.0192	1,741	5,640	.0192	122
Pasadena	.....	.....	23.7	.0153	6.9	18,573	.0122	4,584	1,084	2,258	4,369	590	*	42,197	.0191	1,780	6,116	.0163	107
Harrison	G3	.....	47.7	.0308	13.0	36,356	.0241	9,505	4,736	2,014	7,206	890	.....	48,523	.0220	1,017	3,733	.0244	79
Marshall	.....	.....	22.2	.0144	6.8	29,860	.0198	7,053	3,313	1,923	6,929	741	*	27,635	.0125	1,245	4,064	.0151	105
Hartley	C1	.....	1.8	.0012	.6	581	.0004	337	40	.....	.....	33	.....	2,338	.0011	1,299	3,897	.0009	75
Haskell	D3	.....	13.7	.0088	4.0	10,073	.0066	2,318	607	298	1,770	437	.....	11,742	.0053	857	2,936	.0064	73
Hays	E5	.....	18.2	.0118	4.6	13,154	.0087	3,939	689	555	2,997	505	.....	18,273	.0083	1,004	3,972	.0091	77
Hemphill	D1	.....	4.2	.0027	1.3	4,941	.0033	1,113	110	34	1,486	68	.....	5,567	.0025	1,325	4,282	.0028	104
Henderson	F3	.....	22.7	.0146	6.7	17,990	.0119	3,868	2,187	889	5,368	456	.....	18,830	.0086	830	2,810	.0108	74
Athens	.....	.....	5.1	.0033	1.7	13,130	.0087	2,480	1,413	725	4,302	307	3,398	5,323	.0024	1,044	3,131	.0045	136
Hidalgo	E7	167	169.3	1.093	39.6	111,933	.0740	27,016	10,644	6,891	22,392	3,428	.....	158,575	.0719	937	4,004	.0800	73
△McAllen	.....	.....	21.1	.0136	5.6	29,717	.0196	4,895	4,082	2,332	7,737	1,004	10,846	20,904	.0095	991	3,733	.0133	98
Edinburg	.....	.....	13.1	.0084	3.1	17,467	.0116	3,612	2,034	947	4,710	507	*	15,612	.0071	1,192	5,036	.0087	104
Weslaco	.....	.....	7.9	.0051	2.2	13,728	.0090	2,419	1,411	922	3,648	477	4,203	8,568	.0039	1,085	3,895	.0057	112
See Brownsville-Harlingen-McAllen																			
Hill	E3	.....	30.8	.0199	9.7	25,424	.0168	6,317	2,871	1,885	5,459	753	.....	28,440	.0129	923	2,932	.0155	78
Hillsboro	.....	.....	8.3	.0054	2.8	15,012	.0100	2,506	2,181	1,038	4,083	414	2,046	9,444	.0043	1,138	3,373	.0062	115
Hockley	C2	.....	21.8	.0141	6.0	24,637	.0163	6,567	1,512	1,279	4,665	860	.....	28,605	.0130	1,312	4,768	.0142	101
Levelland	.....	.....	8.8	.0057	2.6	18,095	.0119	4,056	1,248	1,138	4,145	690	324	13,073	.0059	1,486	5,028	.0076	133
Hood	E3	.....	5.2	.0033	1.7	4,446	.0029	943	147	36	1,048	131	.....	4,387	.0020	844	2,581	.0025	76
Hopkins	F3	.....	23.1	.0149	7.1	16,476	.0109	3,543	1,996	936	3,611	627	.....	20,105	.0091	870	2,832	.0108	72
Sulphur Springs	.....	.....	8.8	.0056	2.8	14,822	.0098	2,364	1,794	936	3,611	557	3,637	7,542	.0034	857	2,694	.0057	102
Houston	F4	.....	22.2	.0144	6.4	14,803	.0098	3,681	1,310	621	3,312	396	.....	18,120	.0082	816	2,831	.0089	69
Howard	C3	.....	27.5	.0177	7.9	36,813	.0244	7,638	3,676	1,125	9,250	1,082	.....	35,720	.0162	1,299	4,522	.0190	107
Big Spring	.....	.....	17.9	.0116	5.4	33,007	.0219	6,256	3,007	976	9,250	935	*	22,282	.0101	1,245	4,126	.0139	120
Hudspeth	A4	.....	4.5	.0029	1.1	2,210	.0014	562	824	*	.....	92	.....	4,095	.0019	910	3,723	.0020	80
Hunt	F3	.....	42.3	.0273	13.2	39,985	.0265	10,223	4,748	2,440	9,589	1,226	.....	45,879	.0208	1,085	3,476	.0238	87
Greenville	.....	.....	14.6	.0094	4.9	28,158	.0186	5,596	3,906	1,488	7,286	821	14,254	16,416	.0075	1,124	3,350	.0112	119
Hutchinson	C1	.....	33.9	.0219	9.8	34,351	.0227	9,423	2,651	2,884	8,570	1,544	.....	51,296	.0233	1,513	5,234	.0228	104
Borger	.....	.....	19.3	.0125	5.9	31,539	.0208	8,036	1,989	2,884	8,570	1,411	9,269	29,972	.0136	1,553	5,080	.0155	124
Irion	D4	.....	1.6	.0010	.5	1,129	.0007	313	44	*	.....	68	.....	1,777	.0008	1,111	3,554	.0008	80
Jack	E3	.....	7.5	.0049	2.5	6,842	.0045	1,644	216	29	1,762	272	.....	8,334	.0038	1,111	3,334	.0042	86
Jackson	F5	.....	13.1	.0084	3.6	9,815	.0065	2,715	898	178	1,995	359	.....	14,729	.0067	1,124	4,091	.0070	83
Jasper	G4	.....	20.4	.0132	5.5	17,754	.0118	4,313	2,646	848	6,181	552	.....	16,382	.0074	803	2,979	.0099	75
Jeff Davis	B4	.....	2.1	.0014	.5	924	.0006	320	149	*	*	69	.....	1,799	.0008	857	3,598	.0009	64

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

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For description of all New Features in this year's *Survey*, see introduction, starting on page 15.

As Usual HOUSTON LEADS THE SOUTH!

Metropolitan Market	Population*	Retail Sales*	Net Effective Buying Income*
HOUSTON . . . . . Harris, Texas	849,400	$998,324,000	$1,523,588,000
NEW ORLEANS . . . . . Jefferson, St. Bernard and Orleans, La.	710,400	643,426,000	975,534,000
ATLANTA . . . . . Cobb, DeKalb and Fulton, Ga.	692,700	799,950,000	1,004,839,000
DALLAS . . . . . Dallas, Texas	648,000	848,510,000	1,136,546,000
LOUISVILLE . . . . . Jefferson, Ky., and Clark and Floyd, Ind.	590,200	597,827,000	927,712,000
BIRMINGHAM . . . . . Jefferson, Ala.	572,100	506,896,000	740,984,000
MIAMI . . . . . Dade, Florida	544,100	698,460,000	789,488,000
SAN ANTONIO . . . . . Bexar, Texas	522,900	502,416,000	756,005,000
MEMPHIS . . . . . Shelby, Tenn.	502,600	569,750,000	680,411,000
NORFOLK . . . . . Norfolk, South Norfolk and Portsmouth Cities, Va.	443,000	390,547,000	574,703,000

***Data includes all counties listed below each city. All data from *Sales Management's* 1952 Survey of Buying Power.**

...AND *As Usual* THE CHRONICLE LEADS IN HOUSTON!

In this rich Number One market, there is *one* paper that stands out, *one paper* that is essential to your selling plans—*The Chronicle*. For 39 years The Chronicle has dominated the Houston market—in both circulation and linage. Thus readers and advertisers alike continue to prove their great preference for Houston's Family Newspaper.

The Houston Chronicle

R. W. McCARTHY
Advertising Director

M. J. GIBBONS
National Advertising Manager

THE BRANHAM COMPANY
National Representatives

FIRST IN HOUSTON IN CIRCULATION AND ADVERTISING FOR 39 CONSECUTIVE YEARS

Hit Three Great Markets with One Effort



KFDM
BEAUMONT, TEXAS

. . . ONE station delivering a 3-city market — Orange, Beaumont, Port Arthur — plus the fabulous Sabine area.

★ 990,000 — Combined Population including 12 counties in Texas and 12 parishes in Louisiana
★ 243,000 — Radio Families
★ $703,248,000 — Retail Sales
★ $916,671,000 — Net Effective Buying Income

5000 watts • 560 kilocycles

AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS

**Figures compiled by Sales Management for 1952 Survey of Buying Power*

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Jefferson	G5	15	201.9	.1303	59.7	240,136	.1588	54,216	28,600	18,102	49,155	7,724	.....	305,503	.1386	1,513	5,117	.1430	110
▲Beaumont	.....	.....	97.5	.0629	29.2	141,983	.0939	30,249	18,935	9,712	31,004	4,428	71,367	153,997	.0699	1,579	5,274	.0757	120
▲Port Arthur	.....	.....	59.7	.0386	17.9	77,932	.0515	17,644	8,756	5,698	16,513	2,609	21,092	99,105	.0449	1,660	5,537	.0456	110
Jim Hogg	E7	.....	5.3	.0034	1.4	4,059	.0026	1,030	336	117	848	169	.....	4,396	.0020	829	3,140	.0025	74
Jim Wells	E6	.....	29.1	.0188	7.3	27,823	.0184	6,502	2,471	704	6,079	979	.....	28,059	.0127	964	3,844	.0156	83
Alice	.....	.....	17.1	.0110	4.4	22,160	.0147	5,044	1,984	641	5,255	722	15,053	12,825	.0058	750	2,915	.0095	88
Johnson	E3	.....	31.4	.0203	10.0	27,383	.0181	7,212	2,538	1,693	4,823	834	.....	31,109	.0141	991	3,111	.0166	91
Cleburne	.....	.....	12 9	.0083	4.4	20,190	.0133	4,548	1,851	1,600	4,182	607	*	15,373	.0070	1,192	3,494	.0091	110
Jones	D3	.....	22.1	.0142	6.8	24,919	.0165	6,014	3,276	1,100	5,721	675	.....	26,044	.0119	1,178	3,830	.0137	96
Karnes	E5	.....	17.0	.0110	4.2	15,358	.0102	3,463	1,850	635	2,652	370	.....	15,923	.0072	937	3,791	.0089	91
Kaufman	F3	.....	30.5	.0197	8.4	25,222	.0167	6,091	3,179	1,344	5,367	682	.....	29,409	.0133	964	3,501	.0156	79
Terrell	.....	.....	11.3	.0073	3.0	13,475	.0090	2,676	1,627	926	3,597	332	*	12,856	.0059	1,138	4,285	.0071	97
Kendall	E5	.....	5.5	.0035	1.7	5,795	.0038	1,435	96	138	1,222	220	.....	7,217	.0033	1,312	4,245	.0035	100
Kenedy	E7	.....	.6	.0004	.1	76	.....	76	.....	.....	.....	.....	.....	859	.0004	1,432	8,590	.0003	75
Kent	D3	.....	2.1	.0014	.7	1,341	.0009	459	30	*	*	66	.....	1,603	.0007	763	2,290	.0009	94
Kerr	D5	.....	14.4	.0093	4.4	18,903	.0125	3,886	1,737	611	6,549	487	.....	21,584	.0098	1,499	4,905	.0106	113
Kerrville	.....	.....	7.9	.0051	2.6	16,448	.0108	3,260	1,448	407	165	454	870	12,163	.0055	1,540	4,678	.0070	137
Kimble	D4	.....	4.6	.0029	1.4	4,268	.0028	1,154	116	390	700	142	.....	5,050	.0023	1,098	3,607	.0026	90
King	D2	.....	.9	.0006	.2	287	.0002	96	.....	.....	.....	.....	.....	711	.0003	790	3,555	.0003	80
Kinney	D5	.....	2.5	.0016	.7	1,578	.0011	316	108	*	*	67	.....	2,679	.0012	1,072	3,827	.0013	91
Kleberg	E6	.....	23.5	.0152	6.0	21,777	.0144	6,597	1,369	522	4,905	517	.....	28,629	.0130	1,218	4,772	.0139	91
Kingsville	.....	.....	18.0	.0116	4.6	20,151	.0134	6,261	1,218	464	4,905	517	*	24,096	.0109	1,339	5,238	.0118	102
Knox	D2	.....	10.0	.0065	2.9	8,589	.0057	2,311	839	315	1,633	419	.....	10,040	.0046	1,004	3,462	.0053	82
Lamar	F2	.....	42.7	.0275	13.0	37,599	.0248	8,904	6,278	1,792	9,394	1,393	.....	41,172	.0187	964	3,167	.0223	91
Paris	.....	.....	21.5	.0139	7.0	31,653	.0209	6,305	5,492	1,735	8,703	1,249	*	26,193	.0119	1,218	3,742	.0150	106

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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HOLLAND'S

SPEAKS WITH A

SOUTHERN ACCENT

AND THE SOUTH

LISTENS!

Holland's is the *only* "slick" magazine published exclusively for the 15 Southern and Southwestern states . . . the only magazine that reaches the people you want to reach in the rich market area you want to cover . . . with no waste circulation!

New *Circulation Guarantee*

525,000



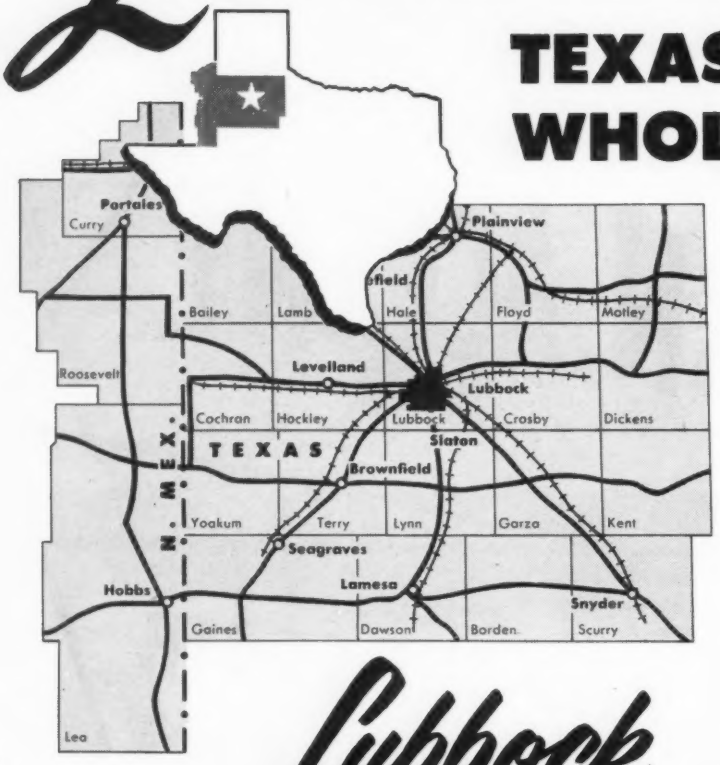
Holland's

THE MAGAZINE OF THE SOUTH

DALLAS, TEXAS

Lubbock | hub of the rich south plains

TEXAS' NEW WHOLESALE MARKET



All facts about Lubbock are astounding, but none more than Lubbock's 431% wholesale market increase, 1939-48 — a trend that is accelerating with more and more distributors recognizing the importance and wealth of Texas' South Plains market and Lubbock as the center of its supply.

LUBBOCK CITY AND RETAIL TRADING AREA

POPULATION	464,000
FAMILIES	113,300
RETAIL SALES	$473,519,000
EFFECTIVE BUYING INCOME	$521,255,000
BUYING INCOME PER FAMILY	$4,600

Sales Management, May 10, 1952

Wayne Henly, *Advertising Director*

MORNING . . . EVENING . . . SUNDAY

Lubbock Avalanche-Journal

CIRCULATION OVER 46,000

TEXAS DAILY PRESS LEAGUE, INC. National Representative

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

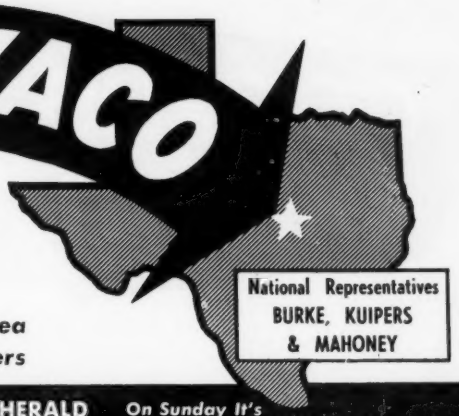
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lamb	C2		20.4	.0132	5.8	23,053	.0153	6,061	1,530	860	4,399	885		21,855	.0099	1,071	3,768	.0122	92
Littlefield			6.7	.0043	2.2	13,935	.0092	3,359	793	770	3,584	465	*	8,429	.0038	1,258	3,831	.0055	125
Lampasas	E4		9.9	.0064	3.2	10,089	.0066	1,745	656	457	2,578	280		11,394	.0051	1,151	3,561	.0058	91
La Salle	D6		7.7	.0050	1.9	5,126	.0034	660	390	228	1,536	36		6,905	.0032	897	3,634	.0036	72
Lavaca	F5		21.8	.0140	6.5	12,645	.0084	4,739	1,627	179	2,019	245		16,349	.0074	750	2,515	.0080	64
Lee	F4		10.0	.0065	2.9	8,057	.0053	1,792	841	168	1,615	172		7,367	.0033	737	2,540	.0045	69
Leon	F4		11.6	.0075	3.5	6,290	.0042	2,128	486	172	1,217	267		8,853	.0041	763	2,529	.0049	64
Liberty	G4		27.2	.0175	7.8	28,594	.0189	7,661	1,521	897	6,255	773		30,223	.0137	1,111	3,875	.0160	91
Limestone	F4		24.5	.0158	7.1	16,475	.0109	4,747	1,222	976	3,380	695		25,573	.0116	1,044	3,602	.0122	77
Lipscomb	D1		3.7	.0024	1.1	5,645	.0037	1,149	215	261	1,302	254		5,052	.0023	1,365	4,593	.0027	113
Live Oak	E6		8.9	.0058	2.2	6,569	.0043	1,533	122	*	1,641	188		8,582	.0039	964	3,901	.0044	76
Llano	E4		5.4	.0035	1.9	6,151	.0041	1,431	188	264	1,360	213		6,942	.0031	1,286	3,654	.0035	100
Loving	B4		.2	.0001	.1	138	.0001	45						308	.0001	1,540	3,080	.0001	100
Lubbock	C2	82	111.0	.0716	31.5	150,465	.0995	22,890	20,790	7,899	40,920	5,695		178,264	.0809	1,606	5,659	.0846	110
▲Lubbock			78.7	.0508	23.0	134,788	.0891	17,677	20,208	7,501	39,817	5,342	68,340	131,690	.0598	1,673	5,726	.0668	131

▲ and △ See end of state for Standard Metropolitan County Areas.
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Before using these figures, see explanation page 25.

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Metropolitan WACO



And its Rich Central Texas Market Hits an ALL-TIME HIGH!

Effective Buying Income $181,297,000

You can cover this Booming Area With just Two Great Newspapers

S-M 1951 DATA
Retail Sales $142,272,000
Food Sales $31,212,000
General Merchandise $18,512,000
Drug Sales $3,925,000

National Representatives
BURKE, KUIPERS & MAHONEY

THE WACO NEWS-TRIBUNE (Morning) • THE WACO TIMES-HERALD (Evening) — On Sunday It's THE WACO TRIBUNE-HERALD

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lynn	C3		11.0	.0071	3.1	9,709	.0064	2,218	416	275	2,730	355		13,401	.0061	1,218	4,323	.0064	90
McCulloch	D4		11.6	.0075	3.4	13,050	.0086	2,914	922	575	4,388	364		15,221	.0069	1,312	4,477	.0075	100
McLennan	E4	151	132.8	.0858	39.5	142,272	.0941	31,212	18,512	7,896	32,016	3,925		181,297	.0823	1,365	4,590	.0865	101
▲Waco			87.0	.0562	25.7	121,357	.0803	23,180	17,616	7,013	29,323	3,250	105,650	122,322	.0555	1,406	4,760	.0631	112
McMullen	E6		1.3	.0008	.5	329	.0002	120	316			62		836	.0003	643	1,672	.0004	50
Madison	F4		7.7	.0050	2.3	7,661	.0051	1,720	580	151	2,896	221		5,877	.0027	763	2,555	.0039	78
Marion	G3		10.0	.0064	2.8	5,672	.0038	1,664	241	239	1,433	211		6,958	.0032	696	2,485	.0040	63
Martin	C3		5.6	.0036	1.4	3,102	.0020	824	150	*	1,108	72		5,622	.0025	1,004	4,016	.0026	72
Mason	D4		4.9	.0032	1.7	4,340	.0029	982	282	212	1,239	208		5,840	.0027	1,192	3,435	.0029	91
Matagorda	F5		21.8	.0141	6.4	24,810	.0164	6,008	1,176	1,190	6,576	835		23,933	.0108	1,098	3,740	.0131	93
Bay City			9.5	.0061	3.2	18,045	.0119	3,865	823	1,057	5,353	651	5,041	13,222	.0060	1,392	4,132	.0078	128
Maverick	D5		12.5	.0080	2.8	12,386	.0082	3,534	1,184	252	2,004	497		10,370	.0047	830	3,704	.0064	80
Medina	D5		17.3	.0112	4.6	11,104	.0073	2,203	2,558	247	1,397	308		12,268	.0056	709	2,667	.0072	64
Menard	D4		4.2	.0027	1.2	5,114	.0034	895	242	98	988	70		5,172	.0023	1,231	4,310	.0027	100
Midland	C4		28.9	.0187	8.9	32,935	.0218	6,761	1,048	1,977	8,097	1,568		44,880	.0204	1,553	5,043	.0205	110
Midland			24.7	.0160	7.6	32,448	.0215	6,686	1,048	1,977	8,097	1,568	*	40,348	.0183	1,634	5,309	.0188	118
Milam	F4		22.8	.0147	6.8	20,236	.0134	5,499	1,600	1,025	5,296	715		20,146	.0091	884	2,963	.0115	78
Mills	E4		5.9	.0038	1.9	4,653	.0030	913	364	122	712	106		5,767	.0027	977	3,035	.0030	79
Mitchell	D3		14.5	.0094	4.2	12,661	.0084	3,306	739	732	2,704	327		18,112	.0073	1,111	3,838	.0081	86
Montague	E2		16.8	.0108	5.4	16,090	.0106	3,524	916	648	4,868	504		16,421	.0074	977	3,041	.0090	83
Montgomery	F4		24.8	.0160	7.2	19,099	.0127	4,859	4,015	748	4,057	521		21,913	.0100	884	3,043	.0120	75
Conroe			7.4	.0047	2.6	13,501	.0089	3,269	2,302	640	3,831	369	*	7,928	.0036	1,071	3,049	.0054	115
Moore	C1		16.0	.0103	4.5	12,193	.0080	3,804	404	406	2,040	371		21,207	.0096	1,325	4,713	.0093	90

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

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SALES MANAGEMENT'S

1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41" . . . in 6 colors . . . all metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties wth $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. More than 1570 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1952.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

CORPUS CHRISTI

One of America's 100 Top Cities

When Corpus Christi went in the "over 100,000" class in the last census, it also pushed into the select circle of the nation's 100 top cities. It's 97th in population, 90th in retail sales, 86th in drugs, 95th in food (SRDS Consumer Markets figures). With plenty of cheap fuel, a deep-water seaport, mild climate, raw materials, adequate labor supply, the future looks wonderful. Write us for a copy of the Federal Reserve Bank's economic survey of Corpus Christi.



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TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES / CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Morris	G3	.....	9.4	.0061	2.7	5,444	.0036	1,947	391	256	772	254	.....	6,291	.0028	669	2,330	.0037	61
Motley	D2	.....	3.9	.0025	1.2	4,595	.0031	1,225	242	631	*	162	.....	4,230	.0020	1,085	3,525	.0024	98
Nacogdoches	G4	.....	30.0	.0194	8.5	23,671	.0156	7,001	2,258	1,170	5,649	934	.....	24,090	.0109	803	2,834	.0140	72
Nacogdoches	.....	.....	12.1	.0079	3.6	18,110	.0120	4,125	1,517	859	5,076	840	*	13,123	.0059	1,085	3,645	.0061	103
Navarro	F3	.....	39.0	.0252	11.9	35,175	.0233	10,151	4,515	1,587	8,407	1,018	.....	33,943	.0154	870	2,852	.0197	78
Corsicana	.....	.....	18.8	.0121	6.0	28,512	.0188	6,879	4,054	1,325	7,408	808	15,301	23,154	.0105	1,232	3,859	.0133	110
Newton	G4	.....	10.6	.0068	2.8	4,234	.0028	1,829	579	*	856	123	.....	6,532	.0030	616	2,333	.0037	54
Nolan	D3	.....	20.1	.0130	6.1	25,216	.0167	5,337	3,893	1,033	5,866	1,220	.....	25,287	.0114	1,258	4,145	.0133	102
Sweetwater	.....	.....	14.0	.0090	4.2	22,304	.0148	4,545	3,333	912	5,646	1,088	*	19,298	.0088	1,378	4,595	.0106	113
Nueces	E6	34	178.6	.1153	48.1	186,702	.1234	41,412	20,313	11,648	43,804	6,286	.....	296,486	.1345	1,660	6,164	.1273	110
▲Corpus Christi	.....	.....	117.2	.0757	33.5	163,554	.1081	33,799	19,638	11,406	40,557	5,466	101,161	202,331	.0918	1,726	6,040	.0935	124

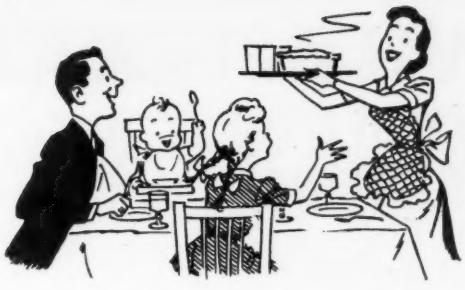
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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HERE'S HOW YOU CAN TELL WHAT THE RETAIL SALES VOLUME WILL BE NEXT MONTH IN 200 CITIES

In every first-of-the-month issue SALES MANAGEMENT *forecasts* what the month's retail sales will be in more than 200 leading U. S. cities. For each city, we give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The *Survey of Buying Power* gives you retail sales for the latest complete year. In between *Surveys*, "High-Spot Cities" alerts you to sales changes currently in the making . . . each month.

Corpus Christi Families Have $100 EXTRA Every Month!



According to SM's latest estimates, families in the Corpus Christi metropolitan area (Nueces County) have an effective buying income of $6,164—more than $1,200 above the national average. That means every family in this fabulous market has $100 extra to spend every month. and most of it is spent for things they see advertised in the Caller-Times—the one medium that covers it all.
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Chicago DALLAS New York

The Corpus Christi Caller-Times

CORPUS CHRISTI, TEXAS

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ochiltree	D1	.....	6.4	.0041	1.9	11,803	.0078	2,745	336	228	2,607	527	.....	11,396	.0052	1,781	5,998	.0058	141
Oldham	C1	.....	1.7	.0011	.4	1,629	.0011	155	80	.....	*	34	.....	2,548	.0012	1,499	6,370	.0012	109
Orange	G4	.....	45.7	.0295	12.9	34,283	.0227	11,575	2,210	2,791	6,199	1,024	.....	38,562	.0175	844	2,989	.0215	73
Orange	.....	.....	24.0	.0155	6.8	28,060	.0186	8,365	1,657	2,518	5,723	939	*	23,460	.0106	978	3,450	.0140	90
Palo Pinto	E3	.....	18.0	.0116	6.0	18,564	.0122	4,501	1,476	377	5,222	620	.....	19,027	.0086	1,057	3,171	.0103	89
Mineral Wells	.....	.....	8.8	.0057	3.3	14,027	.0092	3,301	1,026	301	4,734	419	1,204	11,547	.0053	1,312	3,499	.0065	114
Panola	G3	.....	19.0	.0123	5.2	12,578	.0083	2,657	2,075	327	2,118	378	.....	11,186	.0051	589	2,151	.0075	61
Parker	E3	.....	22.6	.0146	7.2	20,230	.0134	4,129	2,249	766	5,234	387	.....	20,268	.0092	897	2,815	.0115	79
Weatherford	.....	.....	9.7	.0062	3.3	16,086	.0107	3,126	1,457	766	4,996	359	*	9,867	.0044	1,017	2,990	.0066	106
Parmer	C2	.....	5.9	.0038	1.8	5,635	.0037	1,276	187	463	862	150	.....	7,741	.0035	1,312	4,301	.0036	95
Pecos	B4	.....	10.2	.0066	2.7	10,935	.0073	2,472	566	378	2,036	398	.....	13,654	.0062	1,339	5,057	.0066	100
Polk	G4	.....	15.9	.0102	4.6	12,093	.0080	3,687	1,955	354	2,080	393	.....	13,628	.0062	857	2,963	.0075	74

*Withheld to avoid disclosure.

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ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

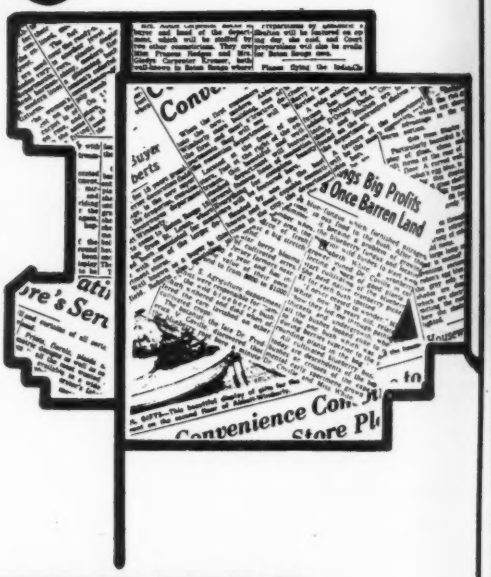
WHY TEXAS
WHY AMARILLO NGT



YOUR MESSAGE IN THE NEWS & GLOBE-TIMES COVERS THIS . . .

$550,000,000

RETAIL SALES AREA



AMARILLO'S NEWS & GLOBE-TIMES

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Potter	C1	6	76.0	.0491	24.1	148,064	.0979	24,804	10,595	9,387	35,150	5,175	.....	119,030	.0540	1,566	4,939	.0682	135
3▲Amarillo	.....	.....	76.8	.0496	24.4	145,325	.0961	24,745	10,595	9,387	35,150	5,135	.....	126,474	.0574	1,647	5,183	.0674	136
Presidio	B5	.....	7.1	.0046	1.8	7,153	.0047	1,604	335	224	2,051	262	127,163	6,462	.0029	910	3,590	.0038	83
Rains	F3	.....	4.0	.0025	1.2	1,700	.0011	427	149	*	*	68	.....	2,730	.0012	683	2,275	.0014	58
Randall	C2	6	15.2	.0098	4.6	9,488	.0063	1,707	283	169	2,023	309	.....	20,147	.0092	1,325	4,380	.0085	87
3Amarillo																			
Reagan	C4	.....	3.2	.0021	1.0	5,067	.0034	1,017	55	*	990	194	.....	3,813	.0017	1,192	3,813	.0023	110
Real	D5	.....	2.5	.0016	.7	1,302	.0008	465	45	.....	*	66	.....	1,876	.0009	750	2,680	.0010	63
Red River	F2	.....	21.4	.0138	6.3	12,926	.0086	3,976	1,788	468	2,389	499	.....	15,459	.0070	722	2,454	.0088	94
Reeves	B4	.....	12.3	.0080	3.4	15,997	.0105	4,323	1,078	442	4,018	382	.....	16,629	.0075	1,352	4,891	.0085	106
Pecos	.....	.....	8.5	.0055	2.4	14,660	.0097	3,979	901	355	4,018	270	*	13,200	.0060	1,553	5,500	.0070	127
Refugio	F8	.....	10.1	.0065	2.8	9,493	.0063	2,817	427	236	1,647	459	.....	13,386	.0061	1,325	4,781	.0082	95
Roberts	D1	.....	1.0	.0006	.3	931	.0006	152	.....	*	*	62	.....	1,514	.0007	1,514	5,047	.0007	117
Robertson	F4	.....	19.5	.0126	5.6	14,506	.0096	4,405	904	613	3,381	532	.....	14,624	.0066	750	2,611	.0087	69

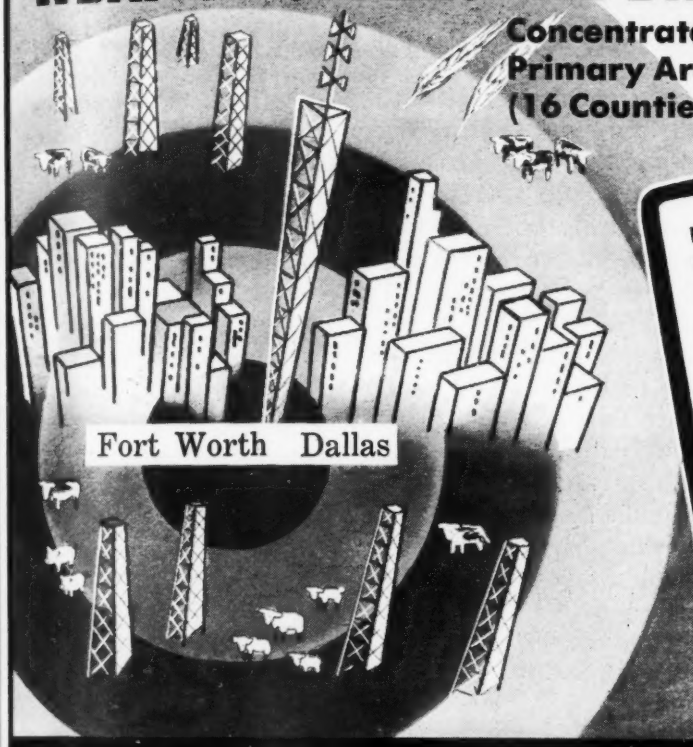
3 Amarillo is in Potter and Randall Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

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*Withheld to avoid disclosure.

WBAP-TV OFFERS $1½ BILLION PLUS* Market

Concentrated Market Figures of the WBAP-TV Primary Areas Prove Its Value (16 Counties Primary Area)



POPULATION (1951) 20.3% of Texas 1,615,080
FAMILIES (1951) 16.5% of Texas 378,787
RETAIL SALES (1951) 18.5% of Texas $1,520,254,110
FOOD SALES (1951) 29.7% of Texas $549,612,130
GENERAL MERCHANDISE SALES (1951) 30.4% of Texas $313,696,870
HOME FURNITURE SALES (1951) 17.1% of Texas $71,653,170
AUTO SALES (1951) 31.7% of Texas $558,624,090
DRUG SALES (1951) 18.6% of Texas $49,263,460
Copyright 1952, Sales Management Survey of Buying Power

*WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of $2,059,150,000.

WBAP AM-FM-TV 570 - 820 Channel 5

STAR-TELEGRAM STATION
FORT WORTH, TEXAS
FREE & PETERS INC. Exclusive National Representatives
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HAROLD HOUGH, Director
GEORGE CRANSTON, Manager
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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

TEXAS — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rockwall	F3	.....	6.0	.0039	1.7	4,413	.0029	1,485	242	112	1,163	126	.....	4,897	.0022	816	2,881	.0028	72
Runnels	D4	.....	16.7	.0108	5.0	16,237	.0108	4,043	754	771	4,665	473	.....	16,103	.0073	964	3,221	.0091	84
Rusk	G3	.....	41.7	.0269	12.0	33,544	.0222	8,023	3,291	1,861	9,640	1,014	.....	50,249	.0228	1,205	4,187	.0234	87
Henderson	.....	.....	6.7	.0043	2.2	19,009	.0125	2,840	1,856	1,311	6,595	517	3,324	10,315	.0047	1,540	4,689	.0069	160
2Kilgore																			
Sabine	G4	.....	8.4	.0054	2.3	3,643	.0024	1,233	1,470	79	526	76	.....	5,511	.0025	656	2,396	.0031	57
San Augustine	G4	.....	8.5	.0055	2.3	5,571	.0037	1,815	766	403	1,383	261	.....	5,802	.0027	683	2,523	.0036	65
San Jacinto	F4	.....	7.1	.0046	1.9	2,033	.0013	828	912	.....	*	72	.....	3,898	.0017	549	2,052	.0022	48
San Patricio	E6	.....	36.8	.0237	9.1	27,382	.0181	7,416	802	855	4,378	943	.....	42,842	.0195	1,164	4,708	.0199	84
San Saba	E4	.....	8.5	.0055	2.6	8,342	.0055	1,953	391	47	2,286	219	.....	8,647	.0039	1,017	3,326	.0047	85
Schleicher	D4	.....	2.8	.0018	.8	2,747	.0018	646	40	*	462	65	.....	3,786	.0017	1,352	4,733	.0018	100
Scurry	D3	.....	25.1	.0162	7.4	25,540	.0169	4,778	2,666	1,352	6,304	744	.....	28,222	.0128	1,124	3,814	.0147	91
Snyder	.....	.....	14.5	.0094	4.7	23,550	.0156	4,010	2,322	1,250	5,995	650	*	20,014	.0091	1,380	4,259	.0111	118
Shackelford	D3	.....	4.9	.0032	1.5	5,109	.0034	1,068	108	193	1,326	208	.....	6,364	.0029	1,299	4,243	.0031	97
Shelby	G3	.....	23.1	.0149	6.8	14,688	.0097	3,846	1,555	954	3,153	544	.....	16,688	.0076	722	2,454	.0097	65
Sherman	C1	.....	2.4	.0016	.7	4,541	.0030	602	110	289	1,172	63	.....	3,308	.0015	1,378	4,726	.0020	125
Smith	F3	.....	75.6	.0488	22.1	80,563	.0533	15,797	9,074	5,077	21,938	2,838	.....	97,191	.0441	1,286	4,398	.0478	98
Tyler	.....	.....	39.4	.0254	12.3	70,806	.0468	11,863	8,058	4,960	21,033	2,481	34,923	67,497	.0306	1,713	5,488	.0344	135
Somervell	E3	.....	2.5	.0016	.8	1,825	.0012	507	60	148	497	66	.....	1,842	.0008	737	2,303	.0011	69
Starr	E7	.....	14.0	.0090	3.1	6,028	.0040	2,536	803	192	*	300	.....	7,871	.0036	562	2,539	.0048	53
Stephens	E3	.....	10.6	.0069	3.5	14,321	.0094	3,448	1,054	680	3,836	437	.....	9,647	.0044	910	2,756	.0064	93
Breckenridge	.....	.....	6.6	.0043	2.3	13,187	.0088	2,929	1,054	680	3,836	437	9,349	7,684	.0035	1,164	3,341	.0052	121
Sterling	C4	.....	1.3	.0008	.4	1,545	.0011	175	35	*	173	61	.....	1,791	.0008	1,378	4,478	.0009	113
Stonewall	D3	.....	3.7	.0024	1.1	2,114	.0014	641	187	*	*	73	.....	2,477	.0011	669	2,252	.0015	63
Sutton	D4	.....	3.6	.0023	1.0	4,723	.0031	1,165	70	113	980	192	.....	4,724	.0021	1,312	4,724	.0024	104
Swisher	C2	.....	8.4	.0054	2.5	9,990	.0066	1,916	239	301	1,968	443	.....	12,387	.0056	1,472	4,947	.0059	109

2 Kilgore is in Gregg and Rusk Counties.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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In FORT WORTH'S FRONT YARD

are 1,847,000 People With Pockets Full of Money

Let's talk about these 1,847,000 folks in the 100 counties in North, West and Central Texas, surrounding Fort Worth, and why their part of the country is one of the most profitable markets in the U.S.A. (The statistical story of their buying power is told elsewhere in this issue.)

A friendly climate means happier people. Happier people produce more goods, render more services, have more money to spend.

Sure, it gets a little hot in West Texas for a month or two, but it's a region where Winter displays her mildest moods . . . where flowers bloom in the middle of December, then break into bud again in February. No haze. No smoke. No smog. It's an area where the people enjoy clean, healthful living 365 days of the year.

Plenty of room for working, producing and living. Acres and acres of beautiful homes, modern apartments. Fine schools, active churches. More acres — thousands of them — of parks and playgrounds. Stores and shopping centers second to none.

A region of highly diversified agriculture and industry.

All this adds up to a progressive, contented population—the biggest influence in quality and quantity production—KEY TO TOP BUYING POWER.

THE FORT WORTH CHAMBER OF COMMERCE
114 EAST EIGHTH STREET FORT WORTH 2, TEXAS

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Tarrant	E2	50	383.2	.2474	117.7	508,032	.3359	94,185	127,008	21,000	88,160	15,790	.....	615,413	.2793	1,606	5,229	.2899	117
▲Fort Worth	.....	.....	291.5	.1882	90.9	467,144	.3089	79,233	125,485	20,334	83,102	14,848	369,804	487,775	.2213	1,673	5,366	.2409	120
Taylor	D3	163	86.3	.0428	19.8	85,688	.0567	15,168	12,242	3,984	26,517	2,488	.....	83,409	.0378	1,258	4,256	.0445	104
△Abilene	.....	.....	49.4	.0318	14.5	78,764	.0520	12,893	11,498	3,787	24,910	2,439	35,058	68,095	.0309	1,378	4,696	.0374	113
Terrell	C4	.....	3.1	.0020	1.0	3,006	.0020	652	145	*	*	67	.....	3,528	.0016	1,138	3,528	.0018	99
Terry	C3	.....	13.5	.0087	3.8	17,064	.0112	3,429	1,078	656	6,330	573	.....	15,910	.0072	1,179	4,187	.0067	100
Brownfield	.....	.....	6.4	.0042	2.0	15,976	.0106	3,009	1,034	656	6,330	459	*	8,228	.0037	1,286	4,114	.0059	140
Throckmorton	D3	.....	3.6	.0023	1.1	2,920	.0020	784	94	438	490	132	.....	3,471	.0016	964	3,155	.0019	83
Titus	F3	.....	17.3	.0112	5.2	14,635	.0096	4,334	1,509	1,055	4,068	370	.....	15,745	.0071	910	3,028	.0067	78
Mount Pleasant	.....	.....	6.3	.0040	2.2	12,649	.0084	3,398	1,267	928	3,815	254	*	7,250	.0033	1,151	3,295	.0050	135
Tom Green	D4	123	62.0	.0400	18.2	80,249	.0531	15,954	11,060	4,655	18,516	2,472	.....	86,287	.0392	1,392	4,741	.0435	109
▲San Angelo	.....	.....	54.9	.0355	16.4	73,809	.0488	14,285	9,760	4,531	18,199	2,398	*	81,558	.0370	1,486	4,973	.0402	113
Travis	E4	11	168.6	.1089	45.2	169,832	.1123	35,316	17,784	8,846	33,669	6,867	.....	252,705	.1146	1,499	5,591	.1128	104
▲Austin	.....	.....	138.8	.0896	37.6	164,142	.1085	33,680	17,216	8,628	32,991	6,764	63,647	213,705	.0970	1,540	5,684	.0990	110
Trinity	G4	.....	9.7	.0062	3.0	8,985	.0059	2,535	385	259	1,317	191	.....	8,958	.0041	924	2,986	.0051	82
Tyler	G4	.....	11.4	.0074	3.2	8,544	.0057	1,755	2,729	79	2,027	226	.....	9,619	.0044	844	3,006	.0054	73
Upshur	F3	.....	20.5	.0132	5.8	12,967	.0086	3,283	1,904	444	4,092	386	.....	16,190	.0073	790	2,791	.0089	87
Upton	C4	.....	5.4	.0035	1.7	6,074	.0040	1,484	311	482	1,037	315	.....	8,171	.0037	1,513	4,806	.0038	109
Uvalde	D5	.....	16.6	.0107	4.5	17,311	.0114	3,831	1,127	424	5,359	592	.....	19,783	.0090	1,192	4,396	.0101	94
Uvalde	.....	.....	9.0	.0058	2.0	14,069	.0093	2,960	707	283	5,022	471	*	13,251	.0060	1,472	6,626	.0089	119
Val Verde	C5	.....	16.7	.0108	4.3	16,057	.0106	3,474	2,389	631	3,921	491	.....	20,123	.0091	1,205	4,680	.0099	92
Del Rio	.....	.....	14.3	.0092	3.6	15,452	.0102	3,200	2,389	631	3,921	491	2,507	17,611	.0080	1,232	4,892	.0089	97
Van Zandt	F3	.....	22.0	.0142	6.8	14,942	.0099	3,622	1,768	419	3,506	512	.....	20,315	.0092	923	2,988	.0104	73
Victoria	F5	.....	32.3	.0208	9.2	36,605	.0242	8,186	3,257	2,476	8,467	629	.....	39,350	.0179	1,218	4,277	.0204	98
Victoria	.....	.....	16.7	.0108	5.0	33,012	.0218	6,560	3,128	2,147	7,839	503	11,828	24,588	.0111	1,472	4,918	.0142	131

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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HERE'S YOUR KEY TO A... 2-BILLION DOLLAR Plus MARKET!

STAR TELEGRAM
LARGEST CIRCULATION IN TEXAS



FORT WORTH GATEWAY TO WEALTHY WEST TEXAS

QUICK Facts About This Rich 100 County Market

★ Retail Sales	$2,106,122,000
★ Effective Buying Income	$2,418,313,000
★ Population	1,847,000
★ Food Sales	$ 445,186,000
★ Drug Sales	$ 69,978,000
★ Furniture-Household-Radio Sales	$ 92,153,000
★ General Merchandise Sales	$ 271,457,000
★ Auto Sales	$ 483,359,000

1952 Sales Management Survey of Buying Power

Here's the market you dream about ... the largest and richest in the nation's No. 1 farm state. Year-round livestock, oil, agriculture and industry provide an annual buying income of $2,225,000,000 for 536,000 families in a 100 county trading area.

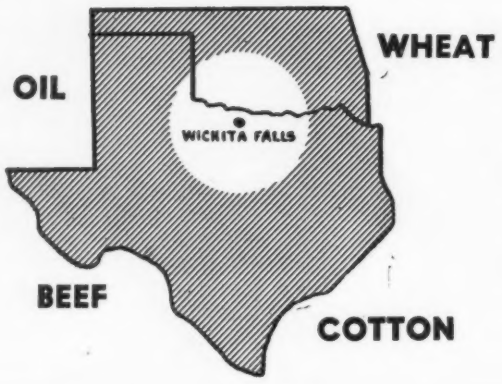
The Fort Worth Star-Telegram, with over 215,000 net paid Sunday and over 235,000 (M & E) net paid daily circulation reaches the prosperous West Texans who *can* and *will* buy YOUR product or services. That's only part of the story ... write TODAY for complete information on your sales potentials in this wealthy market.

WRITE Amon Carter, Jr., National Advertising Director, for complete market and circulation analysis.

The FORT WORTH STAR-TELEGRAM
AMON G. CARTER, publisher

LARGEST CIRCULATION IN TEXAS without the use of schemes, premiums or contests — "Just a Good Newspaper"

wichita falls, texas



MARKET FACTS
WICHITA FALLS A.B.C. RETAIL TRADING ZONE

Population • 1952 (SM) 229,000
Retail Sales • 1951 (SM) $237,557,000

GROWING FASTER THAN FABULOUS TEXAS ITSELF

1952 CITY POPULATION 90,676*

UP 100% OVER 1940.

GROWING MORE THAN 4 TIMES

AS FAST AS TEXAS ITSELF.

1952 POP. METRO. AREA: 101,900 (SM)**

TRADING CENTER FOR 229,000

120 miles from the nearest larger city, Wichita Falls is the trading center for 229,000 people in Northern Texas and Southern Oklahoma.

1951 BUSINESS UP 20.2% OVER 1950***
almost double the national gain

*Chamber of Commerce Estimates.
**Not including approximately 32,000 at Sheppard Field.
***Federal Reserve Board Estimates.

served by **THE WICHITA FALLS TIMES & RECORD NEWS**

REPRESENTED BY THE KATZ AGENCY, INC.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Walker	F4		20.5	.0133	4.9	14,522	.0096	3,924	1,429	920	4,301	497		20,854	.0095	1,017	4,256	.0103	77
Waller	F5		12.0	.0077	3.1	9,405	.0063	1,737	1,324	123	2,367	262		11,240	.0051	937	3,626	.0060	78
Ward	B4		14.1	.0091	4.0	15,094	.0099	3,666	802	855	3,277	523		21,134	.0095	1,499	5,284	.0095	104
Monahans			6.6	.0043	2.1	12,574	.0084	2,573	574	671	2,772	414	6,377	11,751	.0054	1,780	5,596	.0061	142
Washington	F5		20.2	.0131	6.1	16,995	.0113	3,944	2,695	1,060	2,402	451		20,281	.0092	1,004	3,325	.0106	91
Brenham			6.8	.0043	2.3	12,661	.0083	3,012	1,491	883	1,741	350	*	8,103	.0036	1,192	3,523	.0051	119
Webb	D6	74	57.3	.0369	13.2	49,765	.0329	11,502	7,271	2,304	7,276	1,693		59,048	.0268	1,031	4,473	.0307	93
▲Laredo			53.1	.0343	12.2	48,723	.0323	10,852	7,237	2,304	7,276	1,435	17,249	53,312	.0242	1,004	4,370	.0286	93
Wharton	F5		36.2	.0234	10.1	36,712	.0243	8,422	3,413	1,479	8,264	835		40,703	.0185	1,124	4,030	.0212	91
El Campo			6.2	.0040	2.2	16,233	.0107	3,139	851	590	4,646	488	2,232	9,874	.0045	1,593	4,488	.0062	155
Wheeler	D1		10.2	.0066	3.0	12,642	.0083	2,874	514	370	2,685	474		12,156	.0055	1,192	4,052	.0066	100
Wichita	E2	156	101.9	.0658	27.4	122,040	.0807	23,010	12,430	6,678	31,445	4,071		152,733	.0693	1,499	5,574	.0720	109
▲Wichita Falls			71.5	.0462	19.0	99,170	.0656	17,864	11,113	5,910	26,128	3,474	64,878	118,695	.0539	1,660	6,247	.0559	121
Wilbarger	D2		20.6	.0133	6.2	24,848	.0164	5,449	2,697	884	5,964	761		25,369	.0115	1,232	4,092	.0133	100
Vernon			12.8	.0082	4.1	22,497	.0148	4,[illegible]	1,798	884	5,580	634	6,896	17,474	.0079	1,365	4,262	.0100	122
Willacy	E7		22.3	.0144	5.3	17,153	.0114	5,3[illegible]3	1,190	496	2,137	390		24,187	.0110	1,085	4,564	.0118	82
Raymondville			9.8	.0064	2.7	14,305	.0095	4,034	1,018	450	2,010	276	2,441	12,989	.0059	1,325	4,811	.0071	111
Williamson	E4		38.6	.0249	11.3	35,625	.0235	8,549	3,085	1,522	7,467	965		40,290	.0183	1,044	3,565	.0212	95
Taylor			9.0	.0058	2.8	16,502	.0109	3,665	1,428	978	4,152	552	3,692	10,726	.0048	1,192	3,831	.0068	117
Wilson	E5		14.5	.0093	3.7	8,921	.0059	1,212	2,373	234	1,348	356		11,644	.0053	803	3,147	.0063	88
Winkler	B4		10.8	.0070	3.2	11,782	.0078	3,417	283	173	1,870	508		16,045	.0072	1,486	5,014	.0073	104
Wise	E3		16.0	.0103	5.0	12,062	.0080	3,583	587	309	1,855	286		14,562	.0066	910	2,912	.0078	76
Wood	F3		21.0	.0136	6.3	18,342	.0121	3,793	1,654	1,023	4,215	544		18,555	.0085	884	2,945	.0106	78
Yoakum	C3		4.2	.0027	1.2	2,971	.0020	951	94	*	104	104		5,846	.0026	1,392	4,872	.0024	89
Young	E3		16.5	.0107	5.3	21,360	.0141	4,154	868	777	7,357	612		20,758	.0094	1,258	3,917	.0111	104

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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If you'd know TEXAS . . .

like we know TEXAS

. . . you'd call the nearest office of the

TEXAS DAILY PRESS LEAGUE, inc.

NATIONAL ADVERTISING NEWSPAPER REPRESENTATIVES

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LOS ANGELES 1250 Wilshire Blvd. SAN FRANCISCO Rialto Bldg.

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OKLAHOMA CITY Skirven Tower NEW ORLEANS Int'l. Trade Mart

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DENVER Boston Bldg. DALLAS Texas Bank Bldg.

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more to spend . . . and spending more . . .

Rio Grande Valley

POPULATION 337,500

EFFECTIVE BUYING POWER $324,809,000

RETAIL SALES $239,318,000

Sales Management, May 10, 1952

The Rio Grande Valley Group Newspapers:

VALLEY MORNING STAR
Harlingen, Texas

VALLEY EVENING MONITOR
McAllen, Texas

BROWNSVILLE HERALD
Brownsville, Texas

Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.

TEXAS — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Zapata	D7	.....	4.5	.0029	1.0	959	.0006	447	50	*	.....	35	.....	2,833	.0013	630	2,833	.0014	48
Zavala	D5	.....	11.4	.0073	2.6	6,524	.0044	1,225	283	102	1,567	210	.....	8,235	.0037	722	3,167	.0046	63
Total Above Cities	.....	.....	4,000.8	2.5826	1,193.9	5,851,378	3.8691	1,169,545	844,317	388,560	1326,066	189,781	3,601,183	6,267,212	2.8434	1,566	5,249	3.0977	120
State Total	.....	.....	7,958.8	5.1372	2,292.4	8,225,742	5.4391	1,847,719	1,031,931	420,240	1763,469	265,332	.....	10,440,982	4.7370	1,312	4,555	5.0277	98
Per Capita Sales	.....	.....	.....	.....	.....	1,034	.....	232	130	53	222	33	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	3,588	.....	806	450	183	769	116	.....	.....	.....	.....	.....	.....	.....
TEXAS — SM Standard Metropolitan County Areas																			
△Abilene	.....	163	66.3	.0428	19.6	85,688	.0567	15,168	12,242	3,984	26,517	2,488	.....	83,409	.0378	1,258	4,256	.0445	104
Amarillo	.....	6	91.2	.0589	28.7	157,550	.1042	26,511	10,878	9,556	37,173	5,484	.....	139,177	.0632	1,526	4,849	.0747	127
Austin	.....	11	168.6	.1089	45.2	169,832	.1123	35,316	17,784	8,846	33,669	6,867	.....	252,705	.1146	1,499	5,591	.1128	104
Beaumont-Port Arthur	.....	15	201.9	.1303	59.7	240,138	.1588	54,216	28,600	16,102	49,155	7,724	.....	305,503	.1386	1,513	5,117	.1430	110
△Brownsville-Harlingen-McAllen	.....	167	301.2	.1944	72.2	216,137	.1429	50,428	24,974	11,628	43,422	6,248	.....	292,751	.1328	972	4,055	.1481	76
Corpus Christi	.....	34	178.6	.1154	48.1	186,702	.1234	41,412	20,313	11,648	43,804	6,286	.....	296,486	.1345	1,660	6,164	.1273	110
Dallas	.....	35	648.0	.4185	200.3	848,510	.5611	158,256	172,163	43,654	163,800	28,297	.....	1,136,546	.5156	1,754	5,674	.5098	122
El Paso	.....	44	209.4	.1352	51.5	206,496	.1365	44,556	33,804	12,512	41,632	7,483	.....	269,205	.1222	1,286	5,227	.1291	96
Fort Worth	.....	50	383.2	.2475	117.7	508,032	.3359	94,185	127,008	21,000	88,160	15,790	.....	615,413	.2793	1,606	5,229	.2899	117
Galveston	.....	53	117.3	.0758	35.1	127,500	.0843	29,256	12,342	8,588	19,805	5,035	.....	188,382	.0855	1,606	5,367	.0832	110
Houston	.....	61	849.4	.5485	256.3	998,324	.6601	238,192	121,656	66,872	196,084	31,058	.....	1,523,588	.6912	1,794	5,945	.6523	119
Laredo	.....	74	57.3	.0369	13.2	49,765	.0329	11,502	7,271	2,304	7,276	1,693	.....	59,048	.0268	1,031	4,473	.0307	83
Lubbock	.....	82	111.0	.0716	31.5	150,465	.0995	22,890	20,790	7,899	40,920	5,695	.....	178,264	.0809	1,606	5,659	.0846	118
San Angelo	.....	123	62.0	.0400	18.2	80,249	.0531	15,954	11,080	4,655	18,516	2,472	.....	86,287	.0392	1,392	4,741	.0435	109
San Antonio	.....	124	522.9	.3375	139.0	502,416	.3322	113,702	74,304	28,335	92,264	16,192	.....	756,005	.3430	1,446	5,439	.3387	100
△Texarkana (Ark.-Tex.)	.....	184	96.9	.0625	28.5	83,426	.0552	20,065	9,550	3,610	15,449	2,458	.....	98,152	.0445	1,013	3,444	.0513	82
Waco	.....	151	132.8	.0858	39.5	142,272	.0941	31,212	18,512	7,896	32,016	3,925	.....	181,297	.0823	1,365	4,590	.0865	101
Wichita Falls	.....	156	101.9	.0658	27.4	122,040	.0807	23,010	12,430	6,678	31,445	4,071	.....	152,733	.0693	1,499	5,574	.0720	109

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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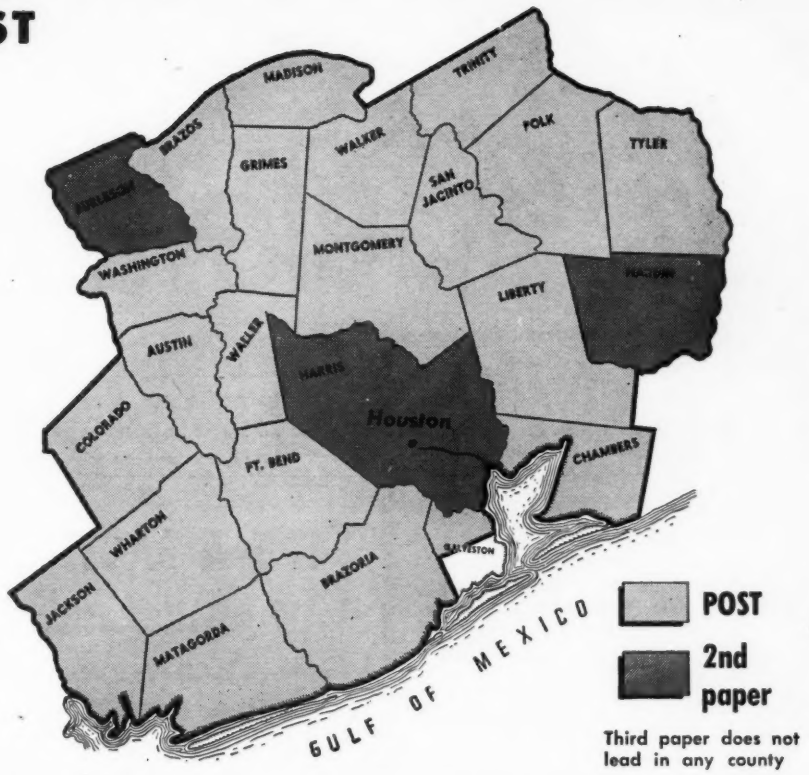
THE HOUSTON POST

LEADS IN

20½ out of 23½

COUNTIES IN THE HOUSTON RETAIL TRADE ZONE

Keep Your Advertising and Distribution Apace in the Largest and Most Productive Market in the South



Third paper does not lead in any county

COUNTY	Population (in Thous.)	Families (in Thous.)	Effective Buying Income		POST* Daily Circ.	POST Per Cent Coverage	Buying Power Delivered by POST
			Total Net (in Thous.)	Per Family			
Austin	14.5	4.6	$13,788	$2,997	1,212	26.3	$3,626,244
Brazoria	50.0	13.8	61,576	4,462	6,454	46.7	28,755,992
Brazos	40.2	10.9	36,587	3,357	2,952	27.0	9,878,490
Burleson	12.7	3.8	9,525	2,507	473	12.4	1,181,100
Chambers	7.9	2.3	9,939	4,321	915	39.8	3,955,722
Colorado	17.6	5.4	17,670	3,272	1,464	27.1	4,788,570
Ft. Bend	30.4	8.0	31,731	3,966	2,331	29.1	9,233,721
Galveston**	48.5	14.4	74,170	5,151	1,953	13.5	10,012,950
Grimes	14.5	4.4	11,066	2,515	1,060	24.1	2,666,906
Hardin	20.1	5.7	18,827	3,303	209	3.6	677,772
Harris	849.4	256.3	1,523,588	5,945	119,360	46.5	708,468,420
Jackson	13.1	3.6	14,729	4,091	2,396	66.5	9,794,785
Liberty	27.2	7.8	30,223	3,875	2,166	27.7	8,371,771
Madison	7.7	2.3	5,877	2,555	482	20.9	1,228,293
Matagorda	21.8	6.4	23,933	3,740	2,254	35.2	8,424,416
Montgomery	24.8	7.2	21,913	3,043	2,207	30.6	6,705,378
Polk	15.9	4.6	13,628	2,963	1,289	28.0	3,815,840
San Jacinto	7.1	1.9	3,898	2,052	215	11.3	440,474
Trinity	9.7	3.0	8,958	2,986	784	26.1	2,338,038
Tyler	11.4	3.2	9,619	3,006	325	10.1	971,519
Walker	20.5	4.9	20,854	4,256	1,297	26.4	5,505,456
Waller	12.0	3.1	11,240	3,626	1,105	35.6	4,001,440
Washington	20.2	6.1	20,281	3,325	1,470	24.1	4,887,721
Wharton	36.2	10.1	40,703	4,030	3,370	33.3	13,554,099
TOTALS	1,333.4	393.8	$2,034,323		157,743		$853,285,117

* Audit Bureau Circulation Report for Year Ending Sept. 30, 1951

** Does Not Include Galveston City Zone

TEXAS' LARGEST MORNING NEWSPAPER

THE HOUSTON POST

Nationally Represented by
MOLONEY, REGAN & SCHMITT

EUGENE J. LEMCOE
Advertising Director

ROBERT BARRON
General
Advertising Manager



UTAH — Counties and Cities —

(Other Mountain States: Arizona, p. 194; Colorado, p. 221; Idaho, p. 263; Montana, p. 394; Nevada, p. 404; New Mexico, p. 420; Wyoming, p. 616.)

Utah state map—page 581 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Cedar City	Iron	6.4	14	4	7	13	3
Logan	Cache	17.2	33	5	16	19	6
Murray	Salt Lake	9.4	17	6	6	9	2
Ogden	Weber	60.2	120	11	34	39	14
Price	Carbon	6.3	19	5	8	14	3
Provo	Utah	30.5	49	6	16	23	9
Salt Lake City	Salt Lake	189.1	402	32	104	98	54

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Beaver	C5	.....	4.8	.0031	1.3	4,307	.0028	805	273	164	394	180	.....	4,568	.0021	952	3,514	.0024	77
Box Elder	C1	.....	20.3	.0131	5.4	22,352	.0148	3,793	1,347	841	5,845	410	.....	20,635	.0093	1,017	3,821	.0117	89
Cache	E1	.....	34.3	.0220	9.4	37,414	.0248	6,460	4,924	2,138	7,536	1,120	.....	35,759	.0163	1,043	3,804	.0200	91
Logan	.....	.....	17.2	.0111	5.0	29,877	.0198	4,116	4,484	1,996	7,408	859	2,455	25,100	.0114	1,459	5,020	.0138	124
Carbon	E3	.....	28.1	.0169	6.8	28,406	.0187	5,802	5,581	1,645	6,073	568	.....	29,583	.0134	1,133	4,350	.0157	93
Price	.....	.....	6.3	.0041	1.8	17,178	.0113	2,702	2,169	931	5,313	356	*	9,528	.0043	1,512	5,293	.0063	154
Daggett	F2	.....	.4	.0002	.1	138	.0001	66	57	.....	.....	.....	.....	308	.0001	770	3,080	.0001	90
Davis	E2	.....	34.1	.0221	8.9	21,103	.0140	6,933	1,184	1,086	2,570	536	.....	38,208	.0174	1,120	4,293	.0173	78
Duchesne	F2	.....	8.1	.0052	2.1	7,379	.0049	1,391	1,511	*	1,559	76	.....	6,121	.0027	756	2,915	.0039	75
Emery	E4	.....	6.3	.0041	1.6	2,752	.0018	414	922	.....	176	70	.....	3,697	.0017	587	2,311	.0022	54
Garfield	D5	.....	4.0	.0025	1.0	2,469	.0016	278	555	64	485	37	.....	1,771	.0008	443	1,771	.0014	56
Grand	F4	.....	1.9	.0013	.6	1,272	.0009	483	53	*	210	30	.....	1,684	.0008	886	2,807	.0009	69
Iron	C5	.....	10.0	.0064	2.6	16,030	.0106	2,573	811	794	6,530	469	.....	11,994	.0054	1,199	4,613	.0072	113
Cedar City	.....	.....	6.4	.0041	1.6	14,554	.0096	2,011	760	695	6,530	352	*	9,596	.0044	1,499	5,998	.0059	144
Juab	C3	.....	6.0	.0039	1.7	6,592	.0043	1,581	613	194	1,247	184	.....	4,930	.0023	822	2,900	.0032	82

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

For a description of all the new features in this year's *Survey*, see introduction, starting on page 15.



KSL Radio* pulls three times as many quarter-hour wins as the other three Salt Lake City network stations combined!*

* *Represented by CBS Radio Spot Sales* * *C. E. Hooper Oct.-Nov., 1951; 8 a.m. to 10 p.m., 6 days; Noon to 10 p.m. Sundays*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

UTAH — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kane	D6	.....	2.3	.0015	.7	1,944	.0013	154	400	*	.....	65	.....	1,470	.0006	639	2,100	.0010	67
Millard	C3	.....	9.5	.0061	2.5	9,695	.0064	1,014	2,097	*	2,367	257	.....	8,052	.0037	848	3,221	.0050	82
Morgan	E2	.....	2.5	.0016	.7	2,479	.0017	252	30	*	836	67	.....	2,801	.0012	1,120	4,001	.0014	88
Piute	D5	.....	1.9	.0012	.6	803	.0005	127	300	.....	124	.....	.....	1,461	.0007	769	2,435	.0007	58
Rich	E1	.....	1.7	.0011	.5	916	.0006	288	297	.....	.....	.....	.....	1,750	.0008	1,029	3,500	.0008	73
Salt Lake	E2	122	285.6	.1844	82.6	319,680	.2114	67,454	54,540	21,694	53,022	10,700	.....	465,312	.2111	1,629	5,633	.2059	112
▲Salt Lake City	.....	.....	189.1	.1221	57.3	260,904	.1726	49,076	50,160	20,917	43,979	9,249	270,767	362,337	.1644	1,916	6,324	.1584	130
Murray	.....	.....	9.4	.0060	2.5	12,342	.0081	2,480	1,705	604	3,362	256	1,367	11,885	.0053	1,264	4,754	.0063	105
San Juan	G5	.....	5.5	.0036	1.1	1,798	.0012	342	333	*	114	.....	.....	3,942	.0018	717	3,584	.0020	56
Sanpete	E3	.....	13.8	.0089	3.9	11,327	.0075	1,926	1,749	644	2,048	408	.....	11,697	.0053	848	2,999	.0067	75
Sevier	E4	.....	12.2	.0078	3.4	15,045	.0099	2,070	1,348	1,017	4,936	292	.....	12,560	.0057	1,030	3,694	.0074	95
Summit	F2	.....	6.7	.0044	1.9	5,441	.0036	1,376	847	69	1,419	168	.....	5,854	.0027	874	3,081	.0033	75
Tooele	C2	.....	18.6	.0120	5.1	13,650	.0090	3,780	884	496	2,998	588	.....	16,490	.0074	887	3,233	.0088	73
Uintah	F2	.....	10.4	.0067	2.8	9,458	.0063	1,038	2,455	342	2,425	288	.....	7,183	.0033	691	2,763	.0049	73
Utah	E3	.....	85.4	.0551	22.0	77,348	.0511	17,483	7,835	4,331	15,654	2,120	.....	93,469	.0424	1,094	4,249	.0476	86
Provo	.....	.....	30.5	.0197	7.8	39,801	.0263	7,199	4,809	2,434	10,080	1,042	9,630	46,126	.0210	1,512	5,914	.0223	113
Wasatch	E2	.....	5.6	.0036	1.5	6,173	.0041	797	1,167	*	1,083	72	.....	6,347	.0029	1,133	4,231	.0034	94
Washington	C6	.....	10.0	.0065	2.6	8,649	.0057	1,474	749	228	1,706	193	.....	7,427	.0034	743	2,857	.0047	72
Wayne	E5	.....	2.2	.0014	.5	927	.0006	119	186	*	.....	27	.....	660	.0003	300	1,320	.0006	43
Weber	E2	98	87.8	.0567	25.2	91,168	.0603	19,773	8,120	5,807	13,965	2,829	.....	130,498	.0592	1,486	5,178	.0590	104
▲Ogden	.....	.....	60.2	.0389	18.3	83,183	.0550	16,977	6,870	5,208	13,795	2,672	32,311	102,774	.0466	1,707	5,616	.0476	122
Total Above Cities	.....	.....	319.1	.2060	94.3	457,839	.3027	84,561	70,957	32,785	90,467	14,786	316,530	567,346	.2574	1,778	6,016	.2606	127
State Total	.....	.....	718.0	.4634	198.9	726,715	.4805	150,046	101,168	42,351	135,322	21,754	.....	936,231	.4248	1,304	4,707	.4492	97
Per Capita	.....	.....	.....	.....	.....	1,012	.....	209	141	59	189	30	.....	.....	.....	.....	.....	.....	.....
Per Family	.....	.....	.....	.....	.....	3,654	.....	754	509	213	680	109	.....	.....	.....	.....	.....	.....	.....

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.

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NOTICED THE CHANGE IN THE SALT LAKE - MOUNTAIN WEST?



The Deseret News now has the LARGEST daily circulation of any single Salt Lake City newspaper.

Rapid, but sound growth now gives the Deseret News the largest total daily circulation of any Salt Lake newspaper serving the Mountain West. This increase is 133% in 4½ years . . . and it's still climbing fast. Use Deseret News profit-packed high readership to sell this great, growing market.

Total Circulation

91,937—ABC, 12 months ending June 30, 1951.
93,556—Publisher's statement for 3-months ending Sept. 30, 1951
103,428—Average for Jan. 1952

STEADY GAINS

STAY ABREAST OF THE GROWING WEST

10-Year Population Increase of 25.2%

10-Year Retail Sales Increase of 238%

Income Payments Up 203% From 1929-49

Huge New Industrial Expansion

SALT LAKE CITY

DESERET NEWS

Represented nationally by: Cresmer & Woodward, Inc., Puck, the comic weekly

UTAH — SM Standard Metropolitan County Areas

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ogden	.....	98	87.8	.0567	25.2	91,168	.0603	19,773	8,120	5,807	13,965	2,829	.....	130,498	.0592	1,488	5,178	.0590	104
Salt Lake City	.....	122	285.6	.1844	82.6	319,680	.2114	67,454	54,540	21,694	53,022	10,700	.....	465,312	.2111	1,629	5,633	.2059	112

Before using these figures, see explanation page 15.

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Write today for

SALES MANAGEMENT'S

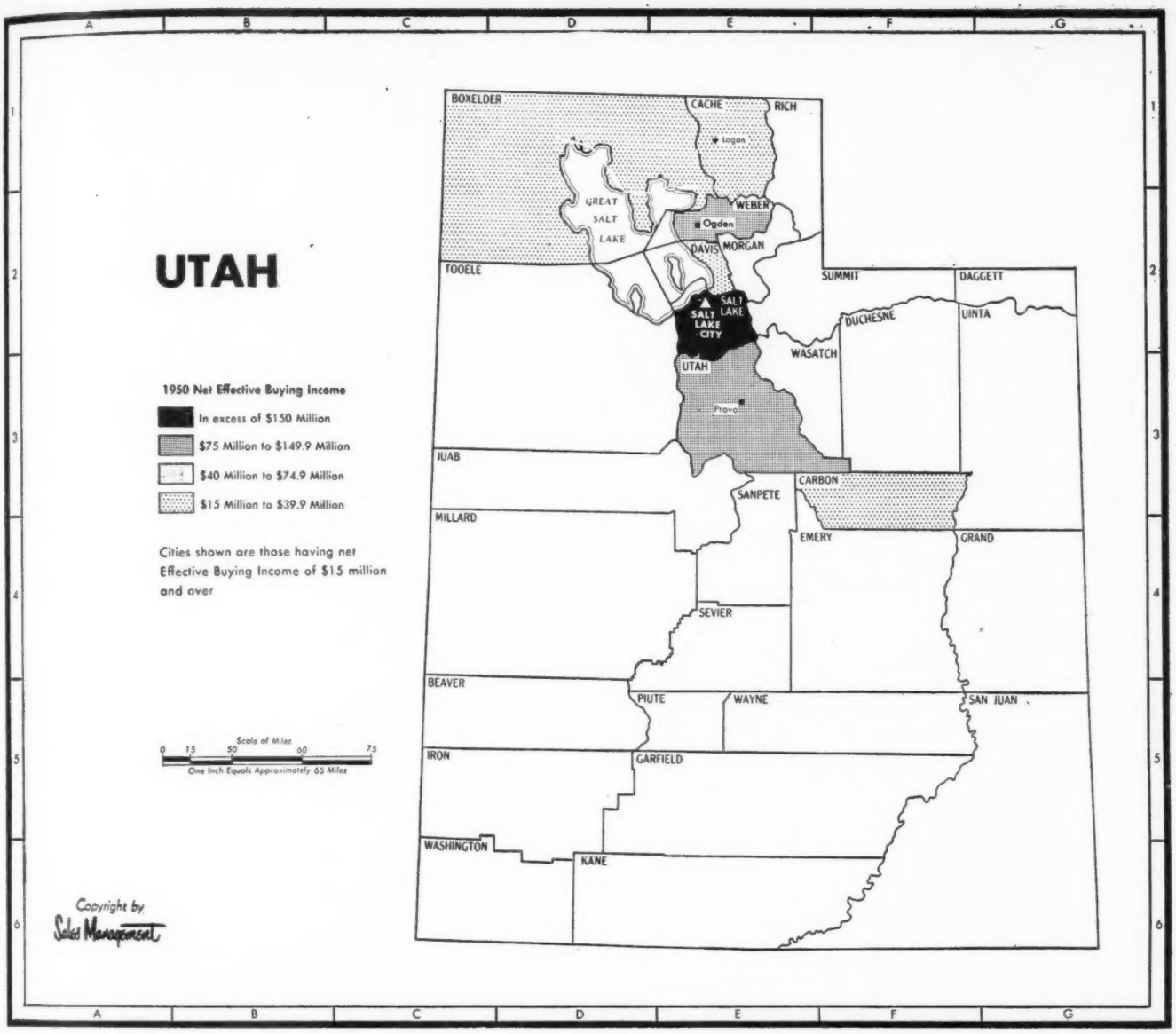
1952

COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

27" by 41". . . in 6 colors . . . all metropolitan areas clearly defined . . . differences in retail sales volume indicated by county color . . . Red for counties with $100 Million or more . . . Green for counties with $50 Million to $100 Million . . . Yellow for counties with $25 Million to $50 Million . . . Blue for counties with $10 Million to $25 Million. More than 1750 cities with $20 Million or more sales . . . City population indicated, as of January 1, 1952.

PRICE: $3.50 a single copy . . . $3.00 each for two or more.

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.



(Other New England States: Connecticut, p. 225; Maine, p. 328; Massachusetts, p. 336; New Hampshire, p. 406; Rhode Island, p. 522.)

VERMONT — Counties and Cities

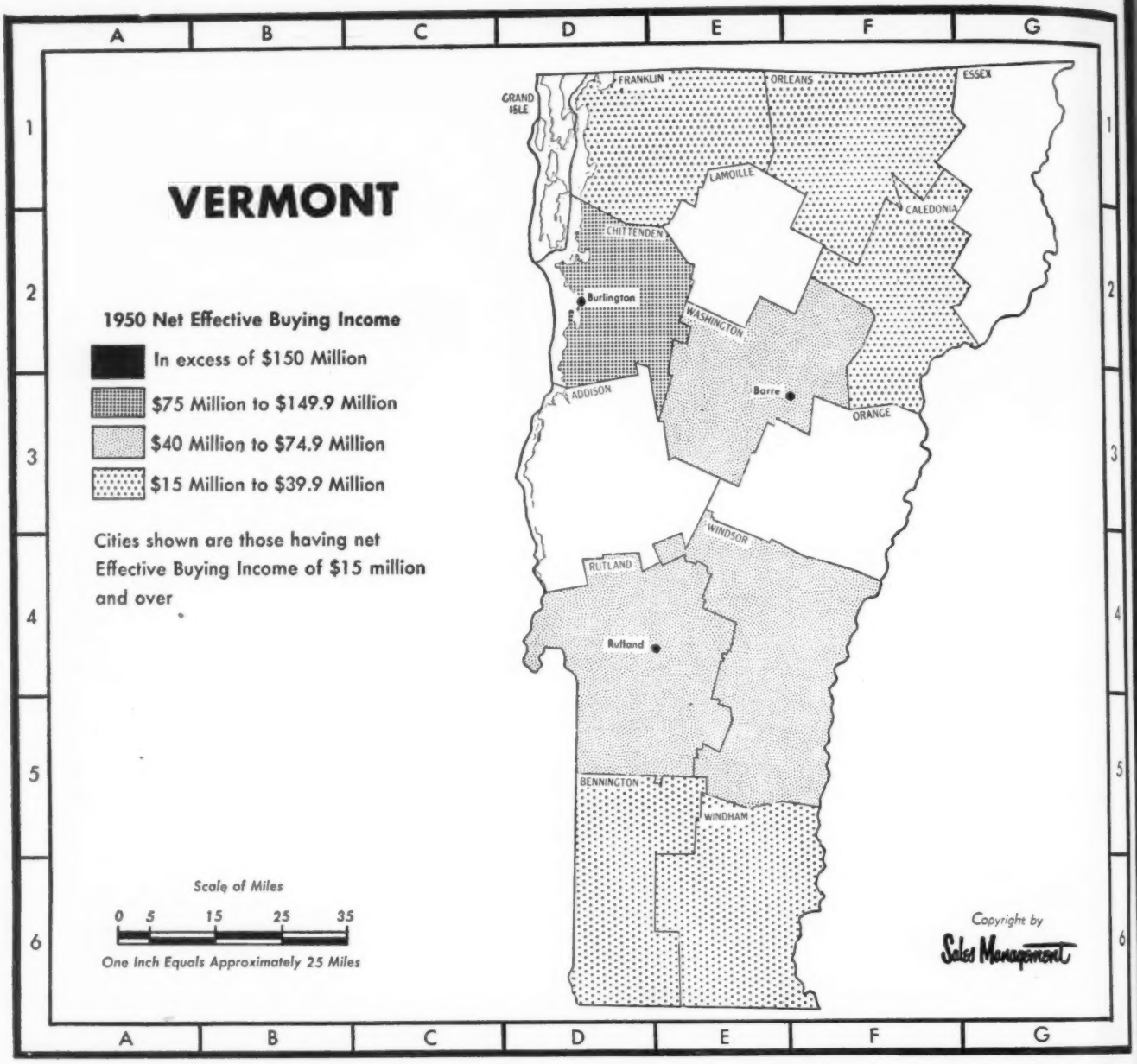
Vermont state map—page 582 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Barre	Washington	11.2	43	6	12	12	7
Bennington	Bennington	8.2	37	5	14	12	4
Brattleboro	Windham	11.7	35	8	9	12	6
Burlington	Chittenden	34.1	117	20	31	28	13
Montpelier	Washington	8.7	26	3	12	9	5
Rutland	Rutland	17.8	77	8	17	20	8
St. Albans	Franklin	8.7	31	5	8	12	5
St. Johnsbury	Caledonia	7.5	28	6	11	11	5

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Addison	D3	.....	19.8	.0128	5.2	13,935	.0092	4,018	768	278	1,811	327	.....	16,098	.0073	813	3,096	.0090	70
Bennington	D5	.....	24.4	.0157	7.3	22,312	.0148	6,618	848	882	3,673	487	.....	33,437	.0152	1,370	4,580	.0151	98
Bennington	.....	.....	8.2	.0053	2.5	14,016	.0093	3,719	612	616	2,430	354	747	12,761	.0058	1,556	5,104	.0067	126
Caledonia	F2	.....	24.3	.0157	7.1	23,842	.0157	5,557	1,502	685	5,978	469	.....	27,377	.0124	1,127	3,856	.0141	90
St. Johnsbury	.....	.....	7.5	.0048	2.3	13,964	.0092	2,910	943	452	5,052	277	6,622	8,884	.0040	1,185	3,863	.0057	119

Before using these figures, see explanation page 15.

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Burlington, "YOUR TEST MARKET"

HAS EVERYTHING YOUR RESEARCH DEPARTMENT SEEKS FOR A TEST!

What makes a Test Market *Good?* The experts listed the following factors — and Burlington has them all. Typicality of distributive outlets; complete market uninfluenced by overshadowing cities; availability of advertising media that will cooperate; per capita income above the average in the United States; good mixture of industry and farming; a typical small American city; good year-round stability; diversified cross section as to race, religion, etc. The Burlington Retail Trading area with its net spendable income of $208,280,000* represents 46.7% of the State's total income. Retail Sales in this area were $151,474,000* or 43.8% of the State's total. Use the test market picked by the experts.

*Sales Management figures.

BURLINGTON FREE PRESS
BURLINGTON, VT.

Represented by Small, Brewer & Kent, Inc.

SAMPLE THE
SWEET
VERMONT MARKET

WITH THE VERMONT ALLIED DAILIES

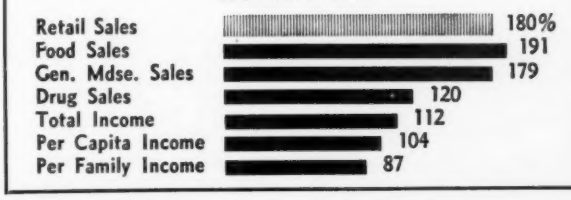
REACHING 72 OUT OF EVERY 100 VERMONT FAMILIES



Your first newspaper schedule in **VERMONT ALLIED DAILIES** will demonstrate the quality of this market. The more times you use it, the sweeter returns on your advertising dollar investment. Farming is big business in Vermont with 40% of the nation's Maple Products and over 70% of Boston's Dairy Products. This farming pays off for the Vermonter, giving him an annual income well over the national average.

Vermont farming and steadily increasing industrial output pay off for you too, with a big, active market . . . over 345 million dollars in retail sales in 1951 . . . and the 6 main areas covered by the VERMONT ALLIED DAILIES are where 94% of the retail sales are made.

VERMONT'S SALES GAIN
1951 over 1941



VERMONT ALLIED DAILIES

Barre Times • Bennington Banner • Burlington Free Press

Brattleboro Reformer • Rutland Herald • St. Johnsbury Caledonian-Record



YOUR NUMBER ONE BUY IN VERMONT'S NO. 1 MARKET

RUTLAND HERALD

#1 INCOME PER CAPITA: $1824—highest in the state—$105 above the nearest city. $661 above the state average.

#1 INCOME PER FAMILY: $6012—highest in state. $260 above the next nearest city—$1849 above the state average.

#1 QUALITY OF MARKET: 137—highest in state. 11% above the next nearest city.

#1 RETAIL SALES PER CAPITA: $1,724. Rutland is the sales trading center for a very wide outside area.

Represented nationally by the Julius Mathews Special Agency

VERMONT— (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Chittenden	D2		64.0	.0413	16.9	63,042	.0417	16,485	7,105	3,957	10,880	1,367		88,470	.0401	1,382	5,235	.0408	99
Burlington			34.1	.0220	9.3	49,330	.0326	10,724	6,835	3,865	10,197	1,235	36,107	53,473	.0243	1,568	5,750	.0263	120
Essex	G1		6.2	.0040	1.8	2,999	.0020	1,544	133	40	190	78		4,898	.0023	790	2,721	.0026	65
Franklin	D1		30.4	.0197	8.3	25,243	.0167	7,635	1,505	795	4,238	550		25,780	.0117	848	3,106	.0148	75
St. Albans			8.7	.0057	2.5	12,584	.0083	3,317	862	647	2,491	359	*	13,643	.0062	1,568	5,457	.0067	116
Grand Isle	D1		3.5	.0022	.9	1,920	.0013	794	111	26	205			2,684	.0012	767	2,982	.0014	64
Lamoille	E1		11.5	.0074	3.1	7,733	.0051	2,476	407	190	1,253	249		11,223	.0051	976	3,620	.0056	76
Orange	F3		17.3	.0111	4.7	12,009	.0079	2,500	1,327	610	1,697	329		11,854	.0053	685	2,622	.0072	65
Orleans	E1		21.4	.0138	5.8	18,275	.0121	3,689	2,213	326	3,424	371		21,631	.0099	1,011	3,729	.0113	82
Rutland	D4		46.5	.0300	13.3	49,234	.0326	12,840	3,152	2,256	9,804	943		61,028	.0276	1,312	4,589	.0296	90
Rutland			17.8	.0115	5.4	30,687	.0203	7,216	2,571	1,679	6,101	579	*	32,464	.0147	1,824	6,012	.0157	137
Washington	E2		43.4	.0280	12.0	39,601	.0261	11,392	2,981	2,334	8,301	776		64,025	.0291	1,475	5,335	.0280	100
Barre			11.2	.0072	3.3	16,666	.0111	4,251	2,122	723	3,807	329	*	18,861	.0086	1,684	5,715	.0091	126
Montpelier			8.7	.0056	2.6	10,925	.0072	2,844	497	746	2,019	239	2,557	14,955	.0067	1,719	5,752	.0066	118
Windham	E5		29.2	.0189	8.6	28,769	.0191	8,037	3,112	657	4,638	656		33,920	.0154	1,162	3,944	.0172	91
Brattleboro			11.7	.0075	3.6	17,423	.0115	4,380	2,205	270	2,950	492	7,908	15,226	.0069	1,301	4,229	.0084	112
Windsor	E4		41.5	.0268	12.1	38,842	.0243	9,939	2,578	1,267	8,539	809		43,399	.0197	1,046	3,587	.0225	84
Total Above Cities			107.9	.0696	31.5	165,595	.1095	39,361	16,647	8,998	35,047	3,864	53,941	170,267	.0772	1,578	5,405	.0852	122
State Total			383.4	.2474	107.1	345,756	.2286	93,524	27,742	14,303	64,631	7,409		445,824	.2023	1,163	4,163	.2192	89
Per Capita						902		244	72	37	169	19							
Per Family						3,228		873	259	134	603	69							

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

Table of Contents is on pages 1, 3 and 5



CONCENTRATE ON PROSPEROUS CENTRAL VERMONT

Direct your message to the rich Central Vermont market, hub of the nation's Granite Industry, where the average family income of $5715 tops the state's average by $1552. Barre's total effective Buying Income of $18,861,000 and Retail Sales amounting to $16,666,000 make it an outstanding market for your newspaper odvertising schedule.

THE BARRE TIMES penetrates this rich market giving you complete coverage in Washington County, plus Orange County, too. Washington County's high Family Income average is $5335 . . . the highest county average in the State. THE BARRE TIMES gets to the source of this income, which is spent largely in the Barre market, the shopping center of this area.

BARRE TIMES

VERMONT'S LARGEST EVENING DAILY

Represented by Julius Mathews Special Agency

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; Maryland, p. 333; North Carolina, p. 448; South Carolina, p. 527; West Virginia, p. 600.)

VIRGINIA — Counties and Cities

Virginia state map—page 589 City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Alexandria	Arlington	66.2	133	16	33	28	26
Bristol	Washington	16.4	78	6	12	13	4
Charlottesville	Albemarle	27.6	75	11	16	23	10
Covington	Alleghany	6.3	26	8	14	13	6
Danville	Pittsylvania	35.3	152	18	26	34	17
Fredericksburg	Spotsylvania	12.6	45	8	19	21	6
Front Royal	Warren	8.5	23	7	9	11	7
Hampton	Elizabeth City	6.4	37	4	12	13	6
Harrisonburg	Rockingham	11.1	29	6	14	20	6
Hopewell	Prince George	11.0	39	4	9	7	4
Lynchburg	Campbell	48.8	132	19	29	24	17
Martinsville	Henry	18.1	60	9	13	16	5
Newport News	Warwick	45.5	217	16	48	34	26
Norfolk	Norfolk	196.6	680	57	138	85	88
Petersburg	Dinwiddie	36.0	175	15	26	24	15
Portsmouth	Norfolk	75.7	348	18	41	33	27
Pulaski	Pulaski	9.5	43	6	16	10	5
Richmond	Henrico	237.3	768	61	166	102	96
Roanoke	Roanoke	94.5	312	20	50	47	41
South Boston	Halifax	6.2	31	5	11	10	5
Staunton	Augusta	20.6	54	8	20	16	6
Suffolk	Nansemond	12.7	87	10	13	12	10
Virginia Beach	Princess Anne	6.2	23	8	10	7	7
Waynesboro	Augusta	12.8	33	7	11	15	7
Winchester	Frederick	14.4	69	9	17	25	8
Wytheville	Wythe	5.5	28	4	5	14	3

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Accomack	G2	.....	34.5	.0223	10.3	19,954	.0132	5,479	940	1,212	2,242	405	.....	26,209	.0119	760	2,545	.0143	64
1Albemarle	E2	.....	54.4	.0351	13.9	48,253	.0319	10,161	4,612	2,346	8,048	1,629	.....	67,635	.0307	1,243	4,866	.0318	91
Charlottesville	.....	.....	27.6	.0178	7.4	41,382	.0274	7,908	3,938	2,071	7,643	1,357	10,252	36,446	.0165	1,321	4,925	.0200	112
2Alleghany	D2	.....	29.9	.0193	7.8	23,807	.0157	5,320	3,391	1,430	5,926	884	.....	31,921	.0145	1,068	4,092	.0158	82
Covington	.....	.....	6.3	.0041	1.6	12,952	.0085	2,764	2,101	1,335	5,136	518	*	6,933	.0032	1,100	4,333	.0050	122

1 Albemarle County combined with Charlottesville (Independent City).
2 Alleghany County combined with Covington (Independent City).

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

WSLS

Wins and Holds Client Loyalty Because It Gets **RESULTS!**

ROANOKE METROPOLITAN MARKET

ALWAYS ONE OF VIRGINIA'S TOP MARKETS

Retail sales in Roanoke are up $7,840,000. Roanoke Metropolitan County sales climbed even higher . . . up $8,712,000. In fact, the county presents the rare picture of sales substantially above the national family average all across the board . . . in retail, food, general merchandise, furniture-household-radio, automotive and drug.

WSLS gets results in Roanoke County and the six adjacent counties . . . where buying power totals more than $279,000,000.

WSLS • NBC IN ROANOKE AND WESTERN VIRGINIA

1000 WATTS • 610 KC • *Nationally Represented by* AVERY-KNODEL, Inc.

METROPOLITAN LYNCHBURG *Gives a Big Lift to Your VIRGINIA SALES*

Only
The NEWS-ADVANCE
Covers this Basic
Virginia Market . . .

	Lynchburg Metro. Co.	5-County Area
Daily Comb.	100%	77%
Sun. Comb.	100%	100%

PER FAMILY SALES

	Lynchburg City	Lynchburg Metro. Co.	Va.	U.S.
Retail	$4,671	$3,669	$2,689	$3,380
Food	858	724	633	815
Gen. Mdse.	802	601	341	403
Furn.-House-Radio	219	171	142	176
Automotive	852	665	495	599
Drug	205	143	90	99

THE NEWS and THE DAILY ADVANCE

Lynchburg, Va. ***Represented by*** **WARD-GRIFFITH COMPANY, INC.**

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Amelia	E3		8.0	.0052	1.9	2,574	.0017	283	674	*	450	58		5,019	.0022	627	2,642	.0027	52
Amherst	D2		19.9	.0128	4.4	4,367	.0029	2,442	183	61	*	64		14,888	.0068	748	3,384	.0068	53
Appomattox	E2		8.9	.0057	2.1	3,725	.0025	605	440	106	*	60		6,760	.0031	760	3,219	.0034	60
3Arlington	F1	152	212.9	.1375	63.4	172,494	.1141	53,238	13,359	6,974	38,082	9,937		445,130	.2019	2,091	7,021	.1627	118
Alexandria			66.2	.0427	19.7	74,515	.0493	24,407	5,762	3,294	16,238	3,323	9,567	123,841	.0562	1,871	6,286	.0514	120
4Augusta	D2		68.4	.0441	17.2	47,594	.0314	11,067	4,940	2,277	10,324	1,649		69,987	.0318	1,023	4,069	.0341	77
Staunton			20.6	.0133	5.2	24,970	.0165	3,801	3,429	1,507	4,818	1,007	11,748	33,088	.0150	1,606	6,363	.0151	114
Waynesboro			12.8	.0083	3.5	14,396	.0095	3,533	1,310	683	3,777	519	*	18,596	.0084	1,453	5,313	.0087	105
Bath	D2		6.4	.0042	1.7	2,771	.0019	845	181	*	*	58		6,054	.0027	946	3,561	.0028	67
Bedford	D2		29.7	.0191	7.4	10,890	.0072	2,893	1,624	585	1,659	66		24,827	.0113	836	3,355	.0116	61
Bland	C3		6.5	.0042	1.5	1,510	.0010	270	444	*	527	36		3,865	.0018	595	2,577	.0020	48
Botetourt	D2		15.9	.0103	4.0	4,504	.0029	1,904	558	*	625	126		10,667	.0048	671	2,667	.0053	51
Brunswick	E3		20.6	.0133	4.5	9,105	.0061	1,499	1,971	156	1,871	134		14,278	.0065	693	3,173	.0077	58
Buchanan	B3		36.3	.0234	7.4	12,715	.0084	2,079	3,749	1,183	2,377	60		27,156	.0123	748	3,670	.0134	57
Buckingham	E2		12.4	.0080	2.9	3,584	.0023	710	1,093	*	507	33		7,373	.0033	595	2,542	.0039	49
5Campbell	D3	175	79.1	.0511	21.0	77,062	.0510	15,207	12,614	3,584	13,973	3,094		96,588	.0439	1,221	4,599	.0475	93
△Lynchburg			45.8	.0315	13.5	64,456	.0426	11,847	11,065	3,026	11,760	2,823	48,474	65,524	.0297	1,343	4,748	.0339	108
Caroline	F2		12.4	.0080	2.9	5,130	.0034	1,768	651	*	864	59		7,636	.0034	616	2,633	.0043	64
Carroll	C3		27.5	.0177	6.8	6,462	.0042	1,535	828	*	1,696	30		16,352	.0075	595	2,405	.0086	49
Charles City	F3		4.8	.0031	1.1	613	.0004	465	129					3,646	.0017	760	3,315	.0016	52
Charlotte	E3		14.1	.0091	3.3	3,909	.0026	771	936	96	997	73		10,549	.0047	748	3,197	.0050	55

3 Arlington County combined with Alexandria (Independent City).
4 Augusta County combined with Staunton & Waynesboro (Independent Cities).
5 Campbell County combined with Lynchburg (Independent City).

© SM, 1952.

Before using these figures, see explanation page 15.
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Fast-Growing Waynesboro Invites Comparison

JUST COMPARE FAMILY AVERAGES

	Waynesboro	Virginia	Waynesboro Plus
Retail	$4,113	$2,689	53%
Food	1,009	633	59%
Gen. Mdse.	374	341	10%
Furn.-House-Radio	195	142	37%
Automotive	1,079	495	118%
Drug	148	90	64%
Income	5,313	4,393	21%

These sizable margins . . . plus News-Virginian's coverage of Waynesboro and the surrounding area . . . add up to a powerful bid for advertising cultivation of this market.

WAYNESBORO NEWS-VIRGINIAN

Afternoons except Sunday **Small, Brewer & Kent — Representatives**

$45,854,947.99*

ISN'T PEANUTS

IN THE

PEANUT STATE

That's the 1951 retail sales in **progressive** PETERSBURG in the heart of Virginia!

And that's an **8.9% increase** over 1950 sales!

You can get your share when your advertising appears in

The Progress-Index

Represented by John Budd Company
—so just ask the Budd Man for facts.

* (Actual sales figures from Office of Commissioner of Revenue)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
6Chesterfield	F2	114	49.0	.0317	12.6	9,656	.0064	3,557	365	352	931	194	.....	64,705	.0293	1,321	5,135	.0229	72
Clarke	E1	.....	7.3	.0047	1.9	3,830	.0026	1,215	350	*	229	189	.....	6,906	.0032	946	3,635	.0033	70
Craig	C2	.....	3.4	.0022	1.0	1,129	.0007	224	329	*	175	26	.....	2,356	.0011	693	2,356	.0012	55
Culpepper	E1	.....	13.5	.0087	3.5	11,386	.0075	1,932	1,158	227	1,914	272	.....	12,328	.0055	913	3,522	.0067	77
Cumberland	E3	.....	7.3	.0047	1.8	1,283	.0009	253	549	.....	*	62	.....	5,383	.0025	737	2,991	.0025	53
Dickenson	B3	.....	23.8	.0154	5.0	7,089	.0047	1,394	1,478	577	1,631	96	.....	15,461	.0070	650	3,092	.0080	52
7Dinwiddie	E3	.....	55.3	.0357	13.8	45,391	.0300	10,738	4,770	2,554	7,360	1,739	.....	60,266	.0273	1,090	4,367	.0298	83
Petersburg	.....	.....	36.0	.0232	10.4	42,622	.0282	9,957	4,717	2,527	7,311	1,654	15,075	42,777	.0195	1,188	4,113	.0228	98
8Elizabeth City	G3	179	65.0	.0419	16.9	32,716	.0216	9,280	1,509	1,354	9,783	983	.....	87,276	.0396	1,343	5,164	.0347	83
Hampton	.....	.....	6.4	.0041	2.0	15,406	.0102	2,685	1,197	1,009	4,842	442	3,228	9,156	.0041	1,431	4,578	.0059	144
Essex	F2	.....	6.6	.0043	1.6	4,372	.0029	1,133	406	100	620	60	.....	5,301	.0024	803	3,313	.0029	67
9Fairfax	F1	152	111.1	.0717	27.9	28,382	.0188	9,670	1,139	474	5,522	917	.....	116,950	.0531	1,053	4,207	.0465	65
Fauquier	E1	.....	21.7	.0140	5.5	15,495	.0102	3,387	1,161	325	3,962	361	.....	25,786	.0117	1,188	4,688	.0117	84
Floyd	C3	.....	11.4	.0074	2.9	3,779	.0025	625	741	147	1,676	65	.....	7,648	.0034	671	2,637	.0039	53
Fluvanna	E2	.....	7.2	.0046	2.0	2,239	.0015	992	282	*	*	61	.....	5,386	.0025	748	2,693	.0026	57
Franklin	D3	.....	24.6	.0158	5.8	9,098	.0060	1,542	1,970	345	1,868	243	.....	18,142	.0082	737	3,128	.0091	58
10Frederick	E1	.....	32.4	.0209	9.2	33,280	.0220	6,561	3,291	1,216	6,797	1,051	.....	39,563	.0180	1,221	4,300	.0198	95
Winchester	.....	.....	14.4	.0093	4.4	29,405	.0195	5,257	2,857	1,154	5,848	934	8,763	21,392	.0097	1,486	4,862	.0125	134
Giles	C3	.....	19.9	.0129	4.8	11,490	.0076	2,956	736	853	2,797	420	.....	20,150	.0091	1,013	4,198	.0094	73
Gloucester	F3	.....	10.5	.0068	3.0	5,815	.0039	1,154	1,376	274	1,121	63	.....	9,244	.0042	880	3,081	.0046	68
Goochland	E2	.....	9.1	.0058	1.8	1,830	.0012	884	120	*	306	.....	.....	7,009	.0032	770	3,894	.0031	53
Grayson	C3	.....	21.6	.0140	5.7	13,226	.0087	1,849	2,478	1,014	3,853	268	.....	16,409	.0074	760	2,879	.0091	65
Greene	E2	.....	4.8	.0031	1.2	953	.0006	419	290	.....	*	.....	.....	2,855	.0013	595	2,379	.0015	48
Greensville	F3	.....	16.7	.0107	3.9	10,088	.0067	2,208	1,207	518	1,636	357	.....	12,493	.0057	748	3,203	.0070	65
Halifax	D3	.....	42.1	.0272	9.8	18,539	.0123	4,000	2,992	891	3,730	640	.....	32,877	.0149	781	3,355	.0166	61
South Boston	.....	.....	6.2	.0040	1.7	11,659	.0077	2,009	1,558	686	2,463	463	*	6,548	.0030	1,056	3,852	.0046	115

6 Chesterfield County combined with Colonial Heights (Independent City).
7 Dinwiddie County combined with Petersburg (Independent City).
8 Elizabeth City County combined with Hampton (Independent City).
9 Fairfax County combined with Falls Church (Independent City).
10 Frederick County combined with Winchester (Independent City).

Before using these figures, see explanation page 15.
▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.
© SM, 1952.



CALLING ALL CUSTOMERS IN RICHMOND?

Of course, a three-quarter billion dollar market has lots of customers worth calling. WTVR, WMBG and WCOD talk to most of them daily . . . are closer to them than their telephones. First stations of Virginia in radio and television both, the Pioneer Havens & Martin, Inc. stations deliver a loyal, time-tested audience in this expanding area of consistently strong buying power. Your nearest Blair man will gladly provide details.

THESE ARE
THE FIRST STATIONS OF VIRGINIA
PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

Represented Nationally by
JOHN BLAIR & COMPANY

VIRGINIA — (Continued)

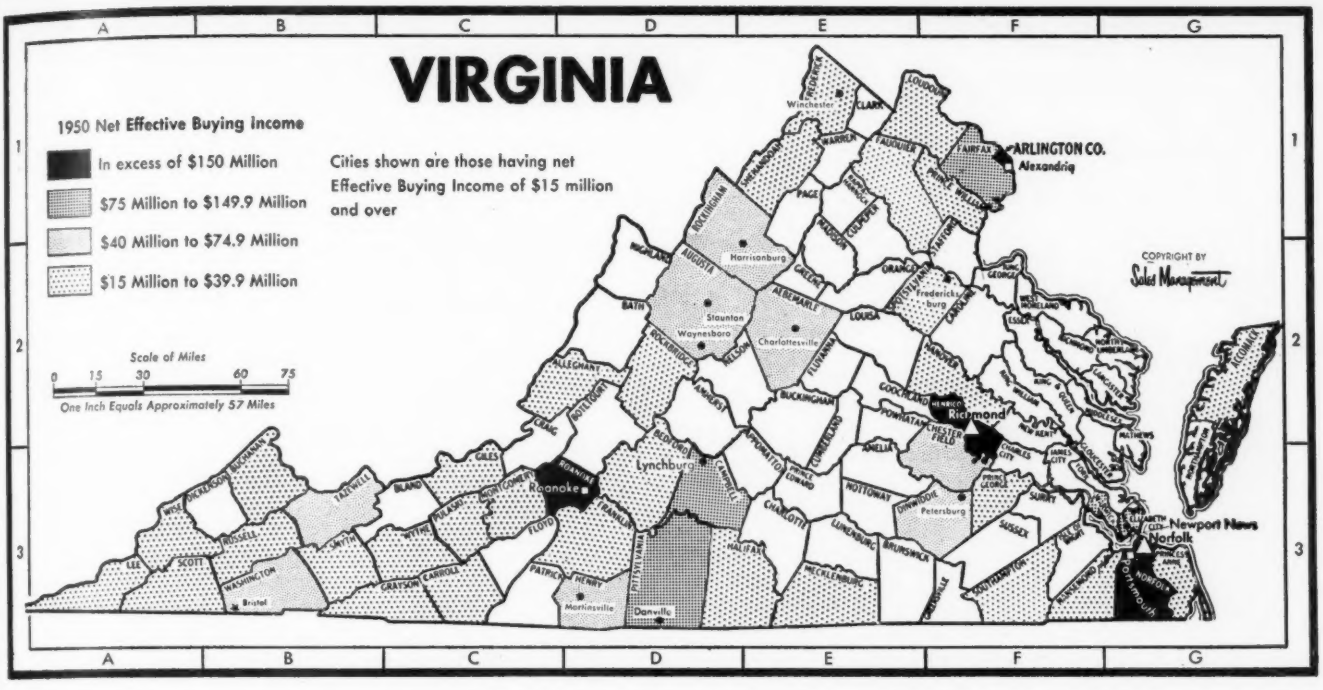
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Hanover	F2	.....	22.7	.0147	5.7	8,122	.0053	2,472	955	*	2,268	98	.....	21,232	.0096	935	3,725	.0093	63
11Henrico	F2	114	298.9	.1929	84.2	354,938	.2347	74,044	66,744	22,176	53,062	13,163	.....	503,184	.2283	1,683	5,976	.2231	116
▲Richmond	.....	.....	237.3	.1532	67.0	343,366	.2270	68,649	66,382	21,794	51,874	12,616	364,866	412,539	.1872	1,738	6,157	.1923	126
12Henry	D3	.....	50.9	.0329	12.4	32,164	.0213	7,327	3,811	2,188	6,947	693	.....	53,211	.0242	1,045	4,291	.0251	76
Martinsville	.....	.....	18.1	.0117	4.7	22,360	.0148	4,029	2,535	1,536	5,440	524	3,952	22,311	.0101	1,233	4,747	.0118	101
Highland	D2	.....	4.1	.0026	1.0	876	.0006	289	229	*	*	.....	.....	3,115	.0014	760	3,115	.0014	54
Isle of Wight	F3	.....	15.3	.0099	3.7	7,692	.0051	1,834	944	*	1,573	163	.....	12,288	.0056	803	3,321	.0063	64
13James City	F3	.....	13.8	.0089	2.7	10,230	.0067	2,357	343	588	1,327	35	.....	13,667	.0062	990	5,062	.0069	78
King and Queen	F2	.....	6.5	.0042	1.5	1,451	.0010	824	265	.....	*	.....	.....	4,650	.0021	715	3,100	.0022	52
King George	F2	.....	6.9	.0045	1.8	1,748	.0012	808	90	*	470	.....	.....	6,228	.0028	903	3,460	.0027	60
King William	F2	.....	7.8	.0050	1.9	6,039	.0039	1,872	228	323	1,425	27	.....	7,725	.0035	990	4,066	.0039	76
Lancaster	F2	.....	8.7	.0056	2.5	5,947	.0040	1,346	1,118	94	1,426	138	.....	7,088	.0032	815	2,835	.0039	70
Lee	A3	.....	36.4	.0235	8.3	11,071	.0073	1,973	3,501	460	1,259	305	.....	24,034	.0109	660	2,896	.0123	52
Loudoun	E1	.....	21.5	.0139	5.4	14,268	.0094	4,042	372	553	2,706	447	.....	19,156	.0087	891	3,547	.0100	72
Louisa	E2	.....	12.9	.0083	3.3	5,351	.0036	1,495	533	*	1,111	113	.....	9,514	.0043	738	2,883	.0049	59
Lunenburg	E3	.....	14.4	.0093	3.6	7,020	.0046	1,411	768	209	1,207	184	.....	11,092	.0051	770	3,081	.0058	62
Madison	E1	.....	8.5	.0055	2.1	2,057	.0014	816	240	*	358	29	.....	5,801	.0026	682	2,762	.0028	51
Mathews	G2	.....	7.1	.0046	2.1	3,660	.0024	806	907	99	901	63	.....	6,325	.0029	891	3,012	.0031	67
Mecklenburg	E3	.....	34.3	.0221	8.0	19,601	.0130	4,030	2,542	706	5,474	396	.....	26,057	.0118	760	3,257	.0142	64
Middlesex	F2	.....	6.9	.0045	2.0	3,583	.0023	495	715	*	533	62	.....	5,542	.0025	803	2,771	.0028	62
14Montgomery	C3	.....	41.0	.0264	10.1	26,394	.0175	6,150	3,019	1,077	7,784	895	.....	37,004	.0168	903	3,664	.0189	72
15Nansemond	F3	.....	38.6	.0249	10.0	27,637	.0182	6,015	3,921	1,246	4,627	1,043	.....	40,353	.0183	1,045	4,035	.0196	79
Suffolk	.....	.....	12.7	.0082	3.7	22,982	.0152	4,455	3,438	1,246	4,020	869	8,634	15,509	.0070	1,221	4,192	.0097	118
Nelson	D2	.....	14.0	.0091	3.3	3,799	.0026	1,260	1,161	*	564	35	.....	8,932	.0041	638	2,707	.0047	52
New Kent	F2	.....	4.1	.0026	1.1	1,903	.0012	846	120	.....	733	.....	.....	2,976	.0013	726	2,705	.0015	56
16Norfolk	G3	97	422.3	.2726	118.5	370,552	.2450	91,044	31,824	22,989	63,597	12,995	.....	568,957	.2581	1,347	4,801	.2571	94

11 Henrico County combined with Richmond (Independent City).
12 Henry County combined with Martinsville (Independent City).
13 James City County combined with Williamsburg (Independent City).
14 Montgomery County combined with Radford (Independent City).
15 Nansemond County combined with Suffolk (Independent City).
16 Norfolk County combined with Norfolk, Portsmouth and South Norfolk (Independent Cities).

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*Withheld to avoid disclosure.



ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

NEW FIGURES SHOW TREMENDOUS INCREASE IN **BUYING POWER** IN RICHMOND TRADING AREA

E. B. I. for Chesterfield and Henrico Counties ***UP $81,004,000***

WRNL GIVES *MORE* SELLING POWER IN 54 RICH VIRGINIA COUNTIES



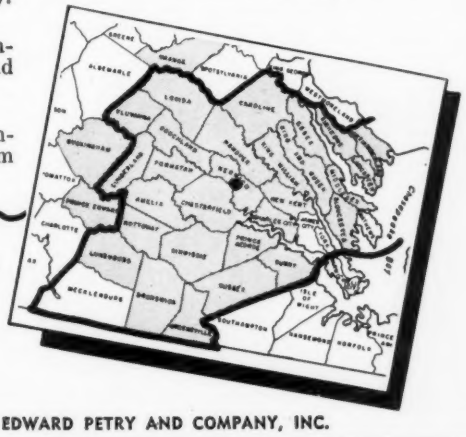
MORE IN COVERAGE . . . where it counts . . . within Richmond's easily merchandiseable area . . . at 50-100% BMB in a cluster of 31 counties. (See Map) WRNL sells in 23 other rich Virginia counties (10-50% BMB).

★ HEAVY LINE = Easily Merchandiseable Richmond Trading Area

★ SHADED LINE = 50—100% BMB Coverage

MORE IN AUDIENCE PROMOTION . . . with consistent, powerful newspaper advertising, mailing and extra air time to promote the sponsor.

MORE IN PROGRAMMING . . . catering to the listening pleasure of Virginians with established program favorites.



There's MORE SELL on...

910 KC 5 KW
ABC AFFILIATE
RICHMOND
VIRGINIA

WRNL

• NATIONAL REPRESENTATIVES . . . EDWARD PETRY AND COMPANY, INC.

For The TWELFTH Successive Year

PORTSMOUTH

An Ideal Test Market for Any Product!

HERE is a city market which is a well defined geographical unit for product testing—*compact, highly industrialized,* and *average and steady as to income.* It has maintained gains in retail sales, both as against the 1939 base and its previous year record, for *twelve straight years.* On its record as a retail market, it deserves special consideration when product sales/advertising testing a city of 80,000 population, on the Atlantic seaboard . . . And in this market, the Portsmouth Star is the "open sesame" to more than 23,000 homes, with 24,347 E. and 24,352 S. circulation. *That's coverage.*

Is VIRGINIA'S FIRST CITY In Sales Management's High Spot City Retail Sales Estimates

Keep Your Eye on this Record!

	City Index		City Index
March, 1941	130.0*	March, 1947	295.8**
March, 1942	127.0*	March, 1948	348.2**
March, 1943	158.8*	March, 1949	407.0**
March, 1944	127.5*	March, 1950	447.8**
March, 1945	290.0**	March, 1951	443.3**
March, 1946	287.6**	March, 1952	481.2**

*Ration to previous year.
**Ratio to 1939

Portsmouth's Only Newspaper

EVERY EVENING SUNDAY MORNING
Portsmouth Star

Represented Nationally By Ward-Griffith Co.

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars [(add]000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
▲25Norfolk	.....	.....	210.6	.1359	60.3	263,253	.1741	57,494	24,771	17,091	46,427	9,001	223,147	315,150	.1430	1,496	5,226	.1509	111
▲Portsmouth	.....	.....	81.7	.0527	23.0	74,484	.0492	19,277	5,755	4,893	14,508	2,461	18,755	100,813	.0457	1,234	4,283	.0482	91
Northampton	G3	.....	17.5	.0113	4.8	11,071	.0074	3,582	1,220	195	1,047	251	.....	13,869	.0063	793	2,889	.0076	67
Northumberland	G2	.....	10.1	.0065	2.8	4,117	.0027	795	929	*	*	60	.....	8,999	.0041	891	3,214	.0042	66
Nottoway	E3	.....	15.8	.0102	4.0	11,881	.0078	2,528	1,012	495	2,480	498	.....	15,648	.0071	990	3,912	.0079	77
Orange	E2	.....	12.9	.0083	3.4	9,955	.0066	1,755	1,650	462	1,535	347	.....	12,775	.0058	990	3,757	.0065	78
Page	E1	.....	15.5	.0100	4.1	7,553	.0050	1,521	944	538	1,142	237	.....	11,252	.0051	726	2,744	.0061	61
Patrick	C3	.....	15.7	.0101	3.7	3,984	.0026	948	959	15	1,160	31	.....	10,533	.0048	671	2,847	.0052	51
17Pittsylvania	D3	.....	102.8	.0663	25.8	72,140	.0477	16,379	12,817	2,851	12,849	2,213	.....	107,488	.0487	1,045	4,165	.0519	78
Danville	.....	.....	35.3	.0228	10.3	54,625	.0361	9,855	10,416	2,491	10,686	1,803	43,467	46,613	.0211	1,320	4,526	.0259	114
Powhatan	E2	.....	5.7	.0037	1.3	2,050	.0014	348	392	*	590	.....	.....	4,017	.0019	705	3,090	.0021	57
Prince Edward	E3	.....	15.8	.0102	3.8	10,816	.0072	1,837	2,472	374	1,410	404	.....	14,611	.0066	925	3,845	.0075	74

17 Pittsylvania County combined with Danville (Independent City).
25 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.
© SM, 1952.

▲ and △ See end of state for Standard Metropolitan County Areas. Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

"TOBACCO IS KING"

No Reconversion Problems

MILLIONS paid to Tobacco Farmers in Danville's Trading Area every year.

14,000 Employed in One Industry Alone

"BUSINESS IS BETTER IN DANVILLE"

THE REGISTER and BEE

Morning — Evening — Sunday

DANVILLE, VIRGINIA

"World's Largest Textile Mills"

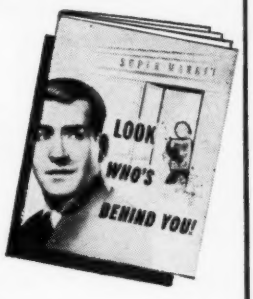
THE JOHN BUDD COMPANY, National Advertising Representatives

THE ROANOKE NEWSPAPER MARKET DEVELOPMENT PLAN

BEATING THE DRUMS



The "inside" story of the new Roanoke plan that puts a 16-county area dominated by the Roanoke Newspapers into a class by itself as a test market for food store products.



Look into "Look Who's Behind You!" This new 16 page book will give you complete details on the new **Roanoke Market Development Plan.**

And it tells all the unique advantages of this compact mountain-isolated, self-contained and highly diversified area as a test market for food store products.

FREE! WRITE SAWYER • FERGUSON • WALKER CO., 60 EAST 42nd ST., NEW YORK 17, N. Y.

ROANOKE TIMES AND WORLD-NEWS
ROANOKE VIRGINIA
SAWYER • FERGUSON • WALKER CO. *National Representatives*

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

VIRGINIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
18Prince George	F3	.....	31.6	.0204	6.7	13,270	.0087	4,100	694	662	2,290	462	.....	31,631	.0143	1,001	4,721	.0138	68
Hopewell	.....	.....	11.0	.0071	2.9	11,345	.0075	3,307	487	822	2,110	461	*	11,499	.0052	1,045	3,965	.0063	89
Princess Anne	G3	97	45.7	.0295	11.4	19,995	.0133	6,729	899	384	2,047	713	.....	41,246	.0188	903	3,618	.0193	65
Virginia Beach	.....	.....	6.2	.0040	2.4	12,304	.0082	2,952	517	296	1,592	554	*	7,984	.0037	1,288	3,327	.0051	128
Prince William	F1	.....	23.3	.0150	5.3	13,363	.0088	3,237	203	262	3,135	464	.....	27,169	.0123	1,166	5,126	.0118	79
Pulaski	C3	.....	28.6	.0185	7.3	15,201	.0100	4,008	1,086	902	3,357	537	.....	25,178	.0114	880	3,449	.0124	67
Pulaski	.....	.....	9.5	.0061	2.5	12,131	.0080	2,533	862	801	3,258	443	952	10,243	.0046	1,078	4,097	.0059	97
Rappahannock	E1	.....	6.2	.0040	1.6	1,345	.0009	166	523	.....	332	.....	.....	3,615	.0017	583	2,259	.0019	48
Richmond	F2	.....	6.2	.0040	1.6	3,548	.0024	617	505	*	557	27	.....	5,524	.0025	891	3,453	.0028	70
19Roanoke	D3	115	137.7	.0889	38.1	154,760	.1023	35,631	16,854	12,078	25,899	4,542	.....	178,777	.0811	1,298	4,692	.0890	100
▲Roanoke	.....	.....	94.5	.0610	27.5	139,278	.0921	30,520	15,979	11,820	22,928	4,199	96,577	135,187	.0614	1,431	4,916	.0705	116
20Rockbridge	D2	.....	29.3	.0189	7.1	16,736	.0111	4,323	1,755	761	2,863	1,187	.....	24,832	.0112	848	3,497	.0127	67

18 Prince George County combined with Hopewell (Independent City).
19 Roanoke County combined with Roanoke (Independent City).
20 Rockbridge County combined with Buena Vista (Independent City).

© SM, 1952.

▲ and △ See end of state for Standard Metropolitan County Areas. Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

WDBJ



Ask Free & Peters

FOR ROANOKE AND SOUTHWEST VIRGINIA

1949 BMB COVERAGE:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties

In Metropolitan Roanoke WDBJ's average share of audience is from 59.0 to 71.9 per cent of sets-in-use from 8:00 A.M. to 10:00 P.M. (C. E. Hooper—14,272 coincidental calls Dec. 1951—Jan. 1952.)

WDBJ **Established 1924**
CBS Since 1929
AM — 5000 Watts — 960 Kc.
FM — 41,000 Watts — 94.9 Mc.

YOU SELL ROANOKE When You Buy WROV

YOU BUY MORE In ROANOKE When You Buy WROV

HOOPER Dec. 1951 thru Feb. 1952

TIME	RADIO SETS IN USE	Sta. "B"	WROV	Sta. "C"
Mon. thru Fri. 8 AM–12 Noon	22.0	57.6	26.7	15.5
Mon. thru Fri. 12 Noon–6 PM	21.3	69.3	20.3	10.4
Mon. thru Fri. 6 PM–8 PM	34.9	71.3	11.8	16.2
Sun. thru Sat. 8 PM-10 PM	36.8	63.5	14.7	18.5

260-Time Rate

CLASS	A	B	C
Sta. "B" ¼ HR.	42.75	25.50	17.75
WROV ¼ HR.	22.88	15.02	14.30
Sta. "C" ¼ HR.	36.00	21.00	13.50
Sta. "B" 1 MIN.	12.00	8.75	6.75
WROV 1 MIN.	5.72	3.76	3.58
Sta. "C" 1 MIN.	9.00	6.37	4.50

WROV SCORES HIGH WITH LISTENERS AND ADVERTISERS IN ROANOKE, VA.

FOR AVAILABILITIES, CALL BURN SMITH COMPANY, Inc.; or
FRANK KOEHLER, General Manager, WROV, Roanoke, Virginia

VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
21 Rockingham	D1	.....	47.3	.0305	12.3	39,163	.0259	4,435	6,134	1,918	6,066	935	.....	47,895	.0218	1,013	3,894	.0248	81
Harrisonburg	.....	.....	11.1	.0072	3.0	24,671	.0163	2,879	2,752	1,669	4,380	762	9,240	16,244	.0073	1,463	5,415	.0100	139
Russell	B3	.....	27.2	.0176	6.2	9,585	.0063	1,282	3,504	295	1,826	96	.....	20,059	.0091	737	3,235	.0100	57
Scott	A3	.....	27.0	.0174	6.7	6,260	.0041	1,110	1,963	180	725	157	.....	18,427	.0083	682	2,750	.0089	51
Shenandoah	E1	.....	21.5	.0139	5.9	13,071	.0087	2,960	905	592	2,557	292	.....	16,561	.0075	770	2,807	.0091	65
Smyth	B3	.....	30.8	.0199	7.1	15,276	.0101	2,853	2,646	815	3,134	523	.....	21,703	.0099	705	3,057	.0120	60
Southampton	F3	.....	27.0	.0174	6.4	13,498	.0089	3,580	1,311	560	3,172	439	.....	21,684	.0098	803	3,388	.0111	64
22 Spotsylvania	E2	.....	24.9	.0161	6.4	28,331	.0187	5,730	3,450	1,876	5,878	866	.....	32,329	.0147	1,298	5,051	.0162	101
Fredericksburg	.....	.....	12.6	.0081	3.2	26,023	.0172	4,839	2,673	1,876	5,878	866	9,033	18,718	.0085	1,486	5,849	.0110	138
Stafford	F2	.....	12.4	.0080	3.2	2,524	.0017	1,344	40	.....	*	30	.....	13,237	.0060	1,068	4,137	.0051	64
Surry	F3	.....	6.5	.0042	1.5	1,878	.0013	378	570	.....	511	60	.....	4,003	.0018	616	2,669	.0021	50
Sussex	F3	.....	13.0	.0084	3.0	6,771	.0044	1,484	1,303	185	1,313	161	.....	10,730	.0049	825	3,577	.0055	65
Tazewell	B3	.....	48.9	.0315	11.4	28,982	.0192	6,646	6,765	1,189	5,227	835	.....	44,134	.0200	903	3,871	.0221	70
Warren	E1	.....	15.6	.0101	4.1	12,153	.0080	3,242	826	695	2,386	428	.....	16,309	.0074	1,045	3,978	.0081	80
Front Royal	.....	.....	8.5	.0055	2.4	11,248	.0074	2,791	722	695	2,187	428	*	10,199	.0046	1,200	4,250	.0056	102
23 Warwick	F3	179	88.4	.0571	23.6	93,822	.0621	22,680	12,084	6,120	16,896	3,127	.....	119,634	.0513	1,353	5,069	.0572	100
25 △ Newport News	.....	.....	45.5	.0294	12.9	80,873	.0535	17,202	11,629	6,002	14,845	2,682	23,461	63,069	.0287	1,386	4,889	.0363	125

21 Rockingham County combined with Harrisonburg (Independent City).
22 Spotsylvania County combined with Fredericksburg (Independent City).
23 Warwick County combined with Newport News (Independent City).
25 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.

▲ and △ See end of state for Standard Metropolitan County Areas.
Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
© SM, 1952

The FACTS About Newspaper Circulation in the NEWPORT NEWS Market

Local Papers Give 118% Family Coverage; Norfolk Papers 2%!

AREA: Warwick County (incl. Newport News); Elizabeth City County (incl. Hampton); James City County; York County

TOTAL FAMILIES 42,777 (1950 Census)

	DAILY PRESS & TIMES-HERALD Circulation	% Coverage	NORFOLK PAPERS Circulation	% Coverage
MORNING & EVENING	50,669	118.4%	1,153	2.7%
SUNDAY	37,553	87.7%	776	1.8%
TOTAL NET PAID CIRCULATION, DAILY PRESS & TIMES-HERALD			M & E: 50,012	SUNDAY: 37,846

(Source, ABC December 31, 1951)

NEWPORT NEWS URBAN AREA NOW 109,661 (3rd in Virginia)

THE PENINSULA'S NEWSPAPERS
DAILY PRESS • TIMES-HERALD
MORNINGS AND SUNDAYS EVENINGS
NEWPORT NEWS, VA.
NATIONAL REPRESENTATIVES: SAWYER-FERGUSON-WALKER COMPANY

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
[24]Washington	B3	.....	54.9	.0354	13.2	36,609	.0242	7,363	4,015	2,260	4,856	1,208	.....	49,549	.0225	903	3,754	.0256	72
Bristol (Tenn.)-																			
Bristol (Va.)	.....	.....	*34.0*	*.0219*	*9.4*	*47,657*	*.0316*	*8,755*	*8,422*	*3,584*	*8,301*	*1,440*	*30,942*	*44,400*	*.0201*	*1,306*	*4,723*	*.0238*	*109*
Bristol	.....	.....	16.4	.0105	4.2	21,902	.0145	4,762	2,304	1,719	2,990	643	15,987	20,754	.0094	1,265	4,941	.0111	106
Westmoreland	F2	.....	10.5	.0068	2.7	5,810	.0038	1,000	873	156	1,488	174	.....	7,978	.0036	760	2,955	.0043	63
Wise	A3	.....	57.6	.0372	13.6	35,054	.0232	7,686	4,320	2,667	8,799	859	.....	38,642	.0175	671	2,841	.0232	62
Wythe	C3	.....	23.7	.0153	5.9	15,862	.0105	3,013	1,916	526	3,728	365	.....	17,478	.0079	737	2,962	.0102	67
Wytheville	.....	.....	5.5	.0036	1.5	12,273	.0081	1,826	1,287	293	3,579	307	*	5,872	.0026	1,068	3,915	.0044	122
York	F3	.....	12.2	.0078	3.2	3,002	.0020	1,133	223	*	420	64	.....	10,069	.0046	825	3,147	.0045	58
Total Above Cities	.....	.....	1,061.8	.6858	301.2	1,464,881	.9686	311,538	190,443	92,336	266,538	51,659	925,178	1,577,005	.7154	1,485	5,236	.7849	115
State Total	.....	.....	3,434.3	2.2166	891.5	2,397,628	1.5854	564,493	304,124	126,186	441,088	79,998	.....	3,916,728	1.7770	1,140	4,393	1.8074	82
Per Capita Sales	.....	.....	.....	.....	.....	698	.....	164	89	37	128	23	.....	.....	.....	.....	.....	.....	.....
Per Family Sales	.....	.....	.....	.....	.....	2,689	.....	633	341	142	495	90	.....	.....	.....	.....	.....	.....	.....

VIRGINIA — SM Standard Metropolitan County Areas

△Lynchburg	.....	175	79.1	.0511	21.0	77,062	.0510	15,207	12,614	3,584	13,973	3,094	.....	96,588	.0439	1,221	4,599	.0475	93
△Newport News	.....	179	153.4	.0990	40.5	126,538	.0837	31,960	13,593	7,474	26,676	4,110	.....	206,910	.0939	1,349	5,109	.0919	93
Norfolk-Portsmouth	.....	97	468.0	.3022	129.9	390,547	.2583	97,773	32,723	23,373	65,644	13,708	.....	610,203	.2769	1,304	4,697	.2764	91
Richmond	.....	114	347.9	.2246	96.8	364,594	.2411	77,601	67,109	22,528	53,993	13,357	.....	567,889	.2576	1,632	5,867	.2460	110
Roanoke	.....	115	137.7	.0889	38.1	154,760	.1023	35,631	16,854	12,078	25,899	4,542	.....	178,777	.0811	1,298	4,692	.0890	100

(Other Pacific States: California, p. 200; Oregon, p. 496.)

WASHINGTON — Counties and Cities

Washington state map—page 598

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Aberdeen	Grays Harbor	19.8	73	4	19	26	10
Auburn	King	6.9	19	7	7	10	3
Bellingham	Whatcom	34.7	126	13	21	35	15
Bremerton	Kitsap	29.9	79	18	21	28	16
Centralia	Lewis	8.7	40	6	7	16	4

(*Continued on page 596*)

Adams	F3	.....	6.9	.0045	2.2	9,617	.0064	1,396	759	.....	2,600	193	.....	9,226	.0042	1,337	4,194	.0049	109
Asotin	G4	.....	11.2	.0073	3.7	4,676	.0031	1,690	187	168	292	76	.....	16,089	.0073	1,437	4,348	.0060	82
Benton	E4	.....	64.9	.0419	19.3	49,234	.0325	13,627	3,264	2,282	7,574	2,745	.....	104,087	.0472	1,604	5,393	.0417	100
Pasco-Kennewick-Richland	.....	.....	*48.4*	*.0312*	*13.9*	*67,049*	*.0445*	*14,782*	*3,418*	*3,919*	*13,334*	*2,942*	*	*78,420*	*.0357*	*1,620*	*5,642*	*.0374*	*120*
Richland	.....	.....	24.5	.0158	6.4	27,654	.0183	6,751	1,607	615	1,567	1,669	*	39,837	.0181	1,626	6,225	.0177	112
Kennewick	.....	.....	12.4	.0080	3.9	19,159	.0127	3,619	1,491	1,561	6,006	659	1,977	21,148	.0096	1,705	5,423	.0102	128
Chelan	D1	.....	40.1	.0258	12.9	48,548	.0321	11,637	6,037	1,615	10,566	1,695	.....	60,163	.0272	1,500	4,664	.0284	110
Wenatchee	.....	.....	13.4	.0087	4.6	30,624	.0202	5,484	5,044	1,163	7,344	1,194	20,759	20,526	.0093	1,532	4,462	.0124	143

[24] Washington County combined with Bristol (Independent City).
▲ and △ See end of state for Standard Metropolitan County Areas.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

IN WASHINGTON STATE

KVOS and KPQ

BELLINGHAM WENATCHEE

NOW GIVE YOU

MORE FARM FAMILIES

100,000 *new* irrigable acres ready to farm in 1952

MORE PAYROLLS

Agriculture, Lumber, Fisheries, Aluminum and Mining

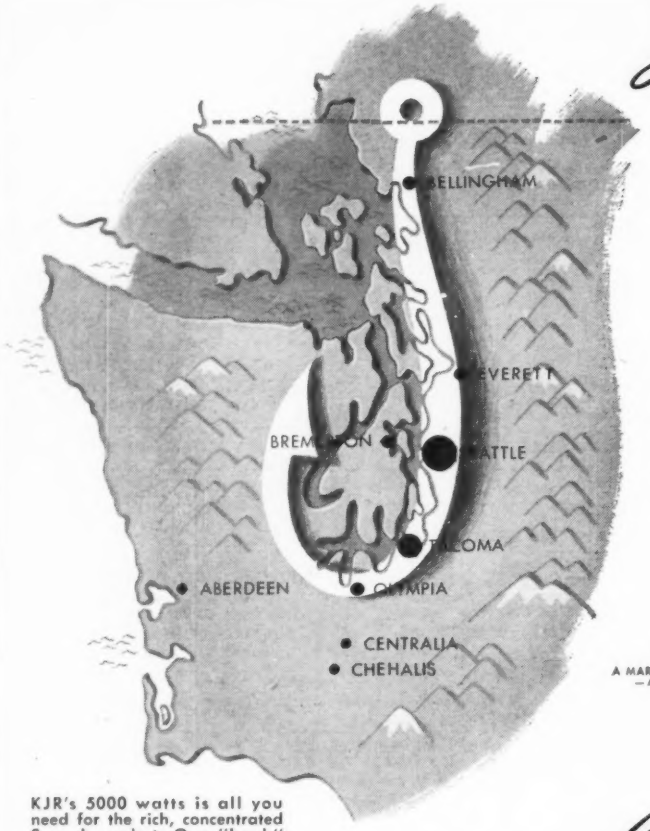
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KJR's 5000 watts is all you need for the rich, concentrated Sound market. Our "hook" coverage means low-cost selling.

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Buy KJR for efficient, low-cost, no waste circulation!

A MARSHALL FIELD STATION —AN ABC AFFILIATE

KJR SEATTLE 5000 WATTS

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Catches the Sound Market

WASHINGTON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Clallam	A2	.....	27.0	.0175	8.6	29,253	.0193	8,408	2,795	1,146	5,828	685	.....	33,244	.0151	1,231	3,866	.0168	90
Port Angeles	.....	.....	11.6	.0075	3.8	21,474	.0142	5,728	2,360	978	5,257	449	*	18,679	.0085	1,610	4,916	.0100	133
Clark	B4	108	92.0	.0594	28.3	64,033	.0424	17,708	4,845	3,148	13,416	1,676	.....	107,496	.0488	1,168	3,798	.0490	82
Vancouver	.....	.....	43.3	.0279	13.6	43,750	.0289	10,449	3,807	2,577	10,991	1,252	20,198	72,446	.0328	1,673	5,327	.0306	110
Columbia	F4	.....	4.8	.0031	1.6	4,525	.0030	1,011	499	164	316	70	.....	5,685	.0026	1,184	3,553	.0028	90
Cowlitz	B4	.....	55.5	.0358	16.9	54,723	.0362	12,464	6,831	2,511	11,555	1,459	.....	80,597	.0365	1,452	4,769	.0363	101
Longview	.....	.....	21.3	.0138	6.6	31,901	.0211	5,753	5,247	1,172	8,984	1,005	5,810	38,335	.0174	1,800	5,808	.0178	129
Kelso	.....	.....	7.5	.0048	2.5	12,583	.0083	3,636	659	1,123	995	317	*	12,195	.0055	1,626	4,878	.0062	120
Douglas	E2	.....	11.2	.0072	3.4	5,494	.0036	1,298	100	45	909	39	.....	12,558	.0057	1,121	3,694	.0054	75
Ferry	F1	.....	4.0	.0026	1.2	1,377	.0009	505	274	.....	125	36	.....	2,781	.0013	695	2,318	.0014	54
Franklin	E4	.....	15.1	.0097	4.8	22,061	.0146	4,883	320	1,998	5,761	790	.....	21,928	.0100	1,452	4,568	.0113	116
Pasco	.....	.....	11.5	.0074	3.6	20,236	.0134	4,352	320	1,743	5,761	614	*	17,435	.0080	1,516	4,843	.0095	128
See Pasco-Kennewick-Richland																			
Garfield	G4	.....	3.3	.0022	1.0	3,725	.0025	408	222	80	529	115	.....	4,637	.0021	1,405	4,637	.0022	100
Grant	E3	.....	26.2	.0169	7.5	17,869	.0118	5,261	298	752	2,245	564	.....	30,613	.0138	1,168	4,082	.0138	82
Grays Harbor	A3	.....	53.7	.0346	17.6	64,570	.0427	16,292	5,143	3,687	15,049	1,509	.....	76,298	.0347	1,421	4,335	.0371	107
Aberdeen	.....	.....	19.8	.0128	6.8	37,055	.0245	6,061	2,976	2,772	11,686	812	36,381	33,127	.0150	1,673	4,872	.0174	136
Island	B2	.....	12.2	.0079	3.8	5,703	.0037	1,803	320	98	578	158	.....	12,901	.0058	1,057	3,395	.0058	71
Jefferson	A2	.....	11.9	.0077	3.6	7,913	.0053	2,780	393	330	1,202	110	.....	12,210	.0056	1,026	3,392	.0059	77
King	C2	131	768.4	.4960	251.0	849,437	.5616	192,432	145,842	40,596	137,264	25,098	.....	1,584,784	.7099	2,036	6,234	.6226	128
▲Seattle	.....	.....	480.1	.3099	160.9	691,073	.4570	135,961	139,177	34,590	117,719	19,934	742,005	1,068,665	.4848	2,226	6,642	.4415	143
Renton	.....	.....	16.9	.0109	5.1	21,422	.0141	7,112	1,156	820	4,647	905	2,959	33,618	.0153	1,989	6,592	.0140	126
Auburn	.....	.....	6.9	.0045	2.3	13,318	.0089	3,399	777	483	3,854	351	808	11,328	.0051	1,642	4,925	.0061	136

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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Seattle Times Leadership Proven again

This data represents a page from the 1952 Study and Report of Seattle Newspaper Circulations and Duplications. Ask your local O'Mara & Ormsbee representative for the complete printed report.

FOUR YEAR STUDY
OF SEATTLE NEWSPAPER READING HABITS

DAILY

[ABC City Zone]	1952 [Dec. 1951]	1950 [Feb. 1950]	1948 [Oct. 1948]	1952 vs. 1948 REMARKS
Seattle Times Coverage of Seattle Homes	75.7%	76.2%	76.2%	*Year after year the best, consistent, one newspaper buy.*
Coverage by P.-I. of Seattle Homes	37.6%	41.6%	39.3%	*Shows decrease in coverage.*
Read Only The Seattle Times	55.5%	52.4%	53.4%	*Seattle's "accepted newspaper" shows continued dominance.*
Read Only Seattle P.-I.	17.4%	17.8%	16.5%	*Virtually no change.*
Read Both The Seattle Times and Seattle P.-I.	20.2%	23.8%	22.8%	*Slightly lower duplication results from added exclusive strength of The Times.*
Read Neither Newspaper	6.9%	6.0%	7.1%	*No change.*

SUNDAY

[ABC City Zone]	1952 [Dec. 1951]	1950 [Feb. 1950]	1948 [Oct. 1948]	1952 vs. 1948 REMARKS
Seattle Times Sunday Coverage of Seattle Homes	73.9%	73.0%	74.6%	*Year after year the best, consistent, one newspaper buy.*
Coverage by Sunday P.-I. Seattle Homes	40.1%	43.1%	45.7%	*Shows decrease in coverage.*
Read Only The Seattle Sunday Times	50.4%	47.4%	45.4%	*More and more—The Times is Seattle's accepted Sunday newspaper.*
Read Only The Sunday P.-I.	16.6%	17.5%	16.5%	*No change.*
Read Both Sunday Times and Sunday P.-I.	23.5%	25.6%	29.2%	*Duplication factor shows continuing "drop" paralleled by added exclusive Times strength.*
Read Neither Newspaper	9.5%	9.5%	8.8%	*Virtually no change.*

[Between 1948 and 1952 both Seattle newspapers increased subscription prices]



The Seattle Times
REACHES 8 OUT OF 10

Represented by O'MARA & ORMSBEE • New York • Detroit • Chicago • Los Angeles • San Francisco

An Announcement Concerning Two Great Markets!

RADIO STATION KMO - TACOMA, WASHINGTON

RADIO STATION KIT - YAKIMA, WASHINGTON

Announce The Appointment Of

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Chicago • New York • Detroit • Atlanta • Charlotte • St. Louis • Dallas • Memphis • San Francisco • Los Angeles

WASHINGTON — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 593)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Chehalis	Lewis	5.7	28	6	12	17	4
Ellensburg	Kittitas	8.6	23	6	8	13	4
Everett	Snohomish	35.0	129	15	33	32	17
Kelso	Cowlitz	7.5	34	4	10	8	4
Kennewick	Benton	12.4	24	5	13	18	3
Longview	Cowlitz	21.3	33	10	11	22	8
Mount Vernon	Skagit	5.3	23	11	10	17	6
Olympia	Thurston	16.3	64	8	19	29	9
Pasco	Franklin	11.5	18	3	9	13	5
Port Angeles	Clallam	11.6	39	7	10	19	10
Pullman	Whitman	12.3	16	4	8	8	3
Puyallup	Pierce	10.6	34	7	13	15	5
Renton	King	16.9	40	6	12	12	6
Richland	Benton	24.5	*	*	*	*	*
Seattle	King	480.1	1,391	150	298	191	221
Spokane	Spokane	168.1	415	47	92	83	57
Sunnyside	Yakima	4.3	17	5	6	10	2
Tacoma	Pierce	149.3	410	44	82	107	57
Vancouver	Clark	43.3	70	12	19	29	11
Walla Walla	Walla Walla	25.1	59	10	22	20	8
Wenatchee	Chelan	13.4	45	10	14	20	8
Yakima	Yakima	40.3	110	14	27	40	22

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Kitsap	B3		79.3	.0512	25.2	65,949	.0438	20,178	6,272	2,893	10,776	2,437	.....	128,941	.0585	1,626	5,117	.0526	103
Bremerton			29.9	.0193	10.0	44,409	.0293	10,992	5,411	2,192	8,966	1,915	5,468	66,086	.0300	2,210	6,609	.0276	143
Kittitas	D3		22.7	.0147	6.8	25,418	.0169	5,949	1,533	1,095	5,441	535	.....	28,307	.0128	1,247	4,163	.0144	98
Ellensburg			8.6	.0055	2.6	18,556	.0123	3,675	933	959	4,249	351	1,895	13,037	.0059	1,516	5,014	.0077	140
Klickitat	C4		12.1	.0078	3.9	9,748	.0064	2,594	752	291	1,663	249	.....	12,225	.0056	1,010	3,135	.0063	81
Lewis	B3		44.4	.0286	14.1	46,529	.0308	10,691	4,224	2,418	9,643	1,118	.....	54,669	.0248	1,231	3,877	.0274	96
Centralia-Chehalis			*14.4*	*.0093*	*4.9*	*33,288*	*.0220*	*6,245*	*5,654*	*2,900*	*8,196*	*700*	*	*81,946*	*.0100*	*1,524*	*4,479*	*.0135*	*145*
Chehalis			5.7	.0037	1.9	16,828	.0111	2,939	2,186	971	4,671	374	11,265	9,722	.0044	1,706	5,117	.0063	170
Centralia			8.7	.0056	3.0	16,394	.0109	3,306	1,468	1,229	3,525	326	*	12,224	.0056	1,405	4,075	.0072	129
Lincoln	F2		10.9	.0071	3.4	14,738	.0097	2,456	348	298	2,214	342	.....	13,763	.0062	1,263	4,048	.0074	104
Mason	B3		15.6	.0100	5.0	12,467	.0083	3,582	1,897	691	2,036	154	.....	16,497	.0075	1,058	3,299	.0082	82
Okanogan	D1		29.9	.0192	9.0	20,164	.0133	5,571	1,657	867	4,194	746	.....	27,861	.0127	932	3,096	.0142	74
Pacific	A3		16.7	.0108	5.7	15,476	.0102	4,777	1,547	635	2,466	348	.....	20,300	.0092	1,216	3,561	.0098	91
Pend Oreille	G1		7.5	.0049	2.3	4,594	.0031	1,490	251	212	745	221	.....	6,989	.0031	932	3,039	.0035	71
Pierce	C3	143	293.7	.1895	84.5	239,944	.1586	58,994	25,704	12,411	48,995	6,688	.....	486,782	.2209	1,657	5,761	.1959	103
▲Tacoma			149.3	.0964	50.4	188,284	.1245	38,943	23,078	11,077	43,207	5,272	188,708	280,582	.1273	1,879	5,567	.1203	125
Puyallup			10.6	.0068	3.6	13,569	.0089	2,977	1,194	781	3,098	448	948	16,902	.0077	1,595	4,695	.0079	116
San Juan	B1		3.3	.0022	1.2	2,177	.0015	619	409	50	297	36	.....	3,438	.0016	1,042	2,865	.0017	77
Skagit	C1		44.1	.0284	13.6	46,101	.0304	11,562	4,401	1,825	6,486	938	.....	52,221	.0236	1,184	3,840	.0266	94
Mount Vernon			5.3	.0035	1.6	19,789	.0131	2,961	3,328	727	3,726	375	3,358	10,293	.0046	1,942	6,433	.0069	197
Skamania	C4		4.9	.0032	1.6	1,969	.0013	950	80	35	135	37	.....	3,406	.0016	695	2,129	.0018	56

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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We've never even heard of—much less met—a time buyer or advertising executive who says "odd's bodkins!" However we know *many* who have taken that all important "second look" at KIMA on learning that it serves the third largest retail sales area in Washington—the rich $135 million-plus Yakima Valley market.

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CBS RADIO FOR CENTRAL WASHINGTON

KIMA

YAKIMA, WASHINGTON

NATIONAL REPRESENTATIVES : WEED AND COMPANY

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WASHINGTON — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Snohomish	C2	.....	115.5	.0746	37.3	103,507	.0685	27,145	10,981	3,856	19,602	2,421	.....	151,399	.0687	1,311	4,059	.0698	94
Everett	.....	.....	35.0	.0226	12.3	63,177	.0418	14,635	8,954	2,942	14,707	1,476	21,420	61,893	.0281	1,768	5,032	.0311	138
Spokane	G2	136	230.5	.1487	72.5	243,853	.1612	48,944	38,092	11,241	51,120	7,391	.....	400,366	.1816	1,737	5,522	.1689	114
▲Spokane	.....	.....	168.1	.1085	55.6	217,456	.1438	41,126	37,600	10,384	45,675	6,728	197,513	318,554	.1445	1,895	5,729	.1371	126
Stevens	F1	.....	18.6	.0121	5.6	12,476	.0083	3,030	2,378	365	2,671	329	.....	17,624	.0080	948	3,147	.0089	74
Thurston	B3	.....	46.2	.0298	15.1	45,341	.0300	11,466	3,801	2,437	8,726	1,107	.....	67,092	.0305	1,452	4,443	.0302	101
Olympia	.....	.....	16.3	.0105	5.7	36,210	.0239	7,832	2,788	2,293	7,771	830	*	29,336	.0133	1,800	5,147	.0159	151
Wahkiakum	A4	.....	3.8	.0024	1.2	1,810	.0012	723	128	70	.....	34	.....	3,779	.0017	994	3,149	.0017	71
Walla Walla	F4	.....	41.8	.0270	12.3	50,142	.0331	9,680	5,772	2,839	10,614	1,500	.....	68,624	.0311	1,642	5,579	.0309	114
Walla Walla	.....	.....	25.1	.0162	7.5	45,517	.0301	8,116	5,247	2,412	9,650	1,397	25,567	41,602	.0189	1,657	5,547	.0217	134
Whatcom	B1	.....	67.8	.0438	21.9	70,632	.0467	14,944	7,382	3,248	11,376	1,630	.....	89,938	.0408	1,327	4,107	.0432	99
Bellingham	.....	.....	34.7	.0224	11.9	48,544	.0321	9,980	4,307	2,901	9,045	1,248	21,691	48,756	.0221	1,405	4,097	.0251	112
Whitman	G3	.....	33.3	.0215	9.5	32,988	.0218	7,372	2,103	1,371	6,110	1,205	.....	47,635	.0217	1,436	5,035	.0217	101
Pullman	.....	.....	12.3	.0079	2.8	11,814	.0078	3,335	771	724	1,847	313	1,510	24,854	.0113	2,021	8,876	.0096	122
Yakima	C3	.....	142.0	.0916	42.4	135,765	.0898	31,501	13,755	5,802	28,160	3,812	.....	177,072	.0804	1,247	4,176	.0855	93
Yakima	.....	.....	40.3	.0260	13.3	81,484	.0539	13,455	11,346	4,014	21,830	2,646	45,209	69,999	.0318	1,737	5,263	.0373	143

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



WASHINGTON — (Continued)

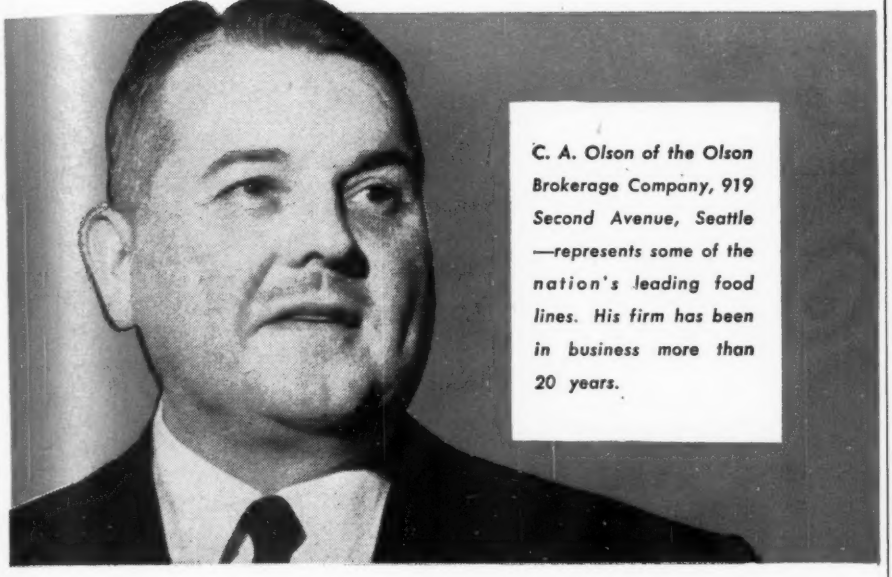
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Sunnyside			4.3	.0028	1.4	13,441	.0089	2,658	794	775	2,999	177	*	5,804	.0026	1,350	4,146	.0045	161
Total Above Cities			1,223.4	.7897	403.7	1,805,721	1.1940	365,235	274,026	93,978	369,777	53,037	1,355,449	2,396,983	1.0875	1,959	5,938	1.0596	134
State Total			2,493.0	1.6092	781.5	2,444,546	1.6164	577,821	311,394	113,570	449,279	70,296		4,034,423	1.8304	1,618	5,162	1.7218	107
Per Capita						981		232	125	46	180	28							
Per Family						3,128		739	398	145	590	75							
WASHINGTON — SM Standard Metropolitan County Areas																			
Seattle		131	768.4	.4960	251.0	849,437	.5616	192,432	145,842	40,596	137,264	25,098		1,564,784	.7099	2,036	6,234	.6226	126
Spokane		136	230.5	.1487	72.5	243,853	.1612	48,944	38,092	11,241	51,120	7,391		400,366	.1816	1,737	5,522	.1689	114
Tacoma		143	293.7	.1896	84.5	239,944	.1586	58,994	25,704	12,411	48,995	6,688		486,782	.2209	1,657	5,761	.1959	103

For a description of all the new features in this year's *Survey*, see introduction, starting on page 15.

C. A. Olson, Olson Brokerage Company, Seattle, says:

"The Tacoma Market Demands Complete and Separate Coverage"



C. A. Olson of the Olson Brokerage Company, 919 Second Avenue, Seattle —represents some of the nation's leading food lines. His firm has been in business more than 20 years.

"We do a large percentage of our business in the Tacoma market," Mr. Olson says. "It requires separate promotion—always gets separate coverage by our salesmen. We feel very strongly that our lines should be advertised and merchandised locally IN Tacoma. Otherwise we lose a large degree of impact in the important Puget Sound market."



Think twice about Tacoma! It's a separate, distinct, important market. It's covered ONLY by the dominant News Tribune. That's why — on Puget Sound —you need BOTH Seattle and Tacoma coverage every time. Ask Sawyer, Ferguson, Walker Co.

KTNT
TRANSIT RADIO

Yes! ***Think Twice*** about

TACOMA

and you'll always buy

The News Tribune

More Than 82,000 Circulation Daily



Five Quick Facts About The Vital Tacoma Market

The Tacoma market area has a population of 395,082 persons. It contains 30.5% of the families in the Lower Puget Sound region.

The Tacoma market area has 4,166 retail stores which do 29.2% of the total retail business in the Lower Puget Sound region.

The Tacoma market area has 1,038 food stores which do 33.6% of the total food business in the Lower Puget Sound region.

The Tacoma market area has 121 drug stores which do 26.5% of the total drug business in the Lower Puget Sound region.

The Tacoma market area has 270 automotive establishments. The area accounts for 34.4% of the total automotive sales in the Lower Puget Sound region.

Statistics estimated by the Research Department of Sawyer - Ferguson - Walker Co. from 1950 population and 1948 retail sales census. "Lower Puget Sound region" is the combined Tacoma-Seattle market areas. Market areas conform to A.B.C. city and retail trading zone boundaries.

HUNTINGTON — *west virginia's largest city*

1952 POPULATION: 87,500

A.B.C. CITY ZONE POPULATION: OVER 100,000

trading center for 615,000 people

Situated on the Ohio River where West Virginia, Kentucky and Ohio meet, Huntington is the trading center for 615,900 people in a 13-county, tri-state empire. 1951 Retail Sales for this area totaled $360,729,000.

industrial powerhouse

Huntington is an industrial powerhouse, with over 150 manufacturing plants and an annual payroll of over $60,000,000.

served by

THE HUNTINGTON ADVERTISER & HERALD • DISPATCH

represented by The Katz Agency, Inc.

WEST VIRGINIA — Counties and Cities

(Other South Atlantic States: Delaware, p. 236; District of Columbia, p. 236; Florida, p. 238; Georgia, p. 252; Maryland, p. 333; North Carolina, p. 448; South Carolina, p. 527; Virginia, p. 585.)

W. Va. state map—page 605

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Beckley	Raleigh	19.7	50	13	29	24	8
Bluefield	Mercer	21.7	56	11	22	19	13
Charleston	Kanawha	74.0	298	25	66	61	48
Clarksburg	Harrison	32.3	124	10	22	29	17
Elkins	Randolph	9.3	35	4	9	16	3
Fairmont	Marion	29.9	124	11	18	32	11
Huntington	Cabell	87.5	369	23	49	55	43
Logan	Logan	5.2	22	11	12	6	3
Martinsburg	Berkeley	15.9	83	5	13	18	8
Montgomery	Fayette	3.5	20	2	7	7	3
Morgantown	Monongalia	26.2	82	7	20	24	12
Oak Hill	Fayette	4.6	22	9	10	17	3
Parkersburg	Wood	30.1	128	12	26	47	14
Princeton	Mercer	8.5	41	3	13	11	5
South Charleston	Kanawha	17.1	53	5	13	9	8
Weirton	Hancock	24.8	78	6	11	14	9
Welch	McDowell	6.6	26	6	15	15	4
Wheeling	Ohio	59.1	298	16	31	32	26
Williamson	Mingo	8.9	44	6	14	14	5

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Barbour	D1		20.0	.0129	5.2	6,382	.0042	2,383	613	253	891	173		13,897	.0063	695	2,673	.0070	84
Berkeley	F1		30.7	.0198	8.9	20,244	.0134	5,577	1,542	1,006	4,058	726		40,042	.0182	1,304	4,499	.0170	86
Martinsburg			15.9	.0103	4.9	17,996	.0119	4,350	1,386	1,006	3,043	726	5,329	27,261	.0124	1,715	5,563	.0118	115
Boone	B2		34.2	.0221	8.0	16,542	.0109	4,892	2,990	933	2,639	344		25,174	.0114	736	3,147	.0133	80
Braxton	C2		17.9	.0116	4.5	5,577	.0037	1,502	586	349	1,604	189		11,102	.0050	620	2,467	.0059	61
Brooke	A1	154	27.4	.0176	7.5	12,671	.0084	4,451	581	629	3,357	320		35,470	.0161	1,295	4,729	.0141	80
1Weirton																			
Cabell	B2	62	110.5	.0714	33.5	108,160	.0715	22,788	14,872	6,179	21,750	3,537		159,309	.0723	1,442	4,755	.0719	101
2▲Huntington			87.5	.0564	26.4	103,500	.0684	21,220	14,153	6,016	21,362	3,388	104,036	139,031	.0630	1,589	5,266	.0633	112

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.

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Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.

Index to County and City Data . . . arranged alphabetically by states . . . on Page 621.

Radio Station WSAZ

Covering the Tri-State Market
of

WEST VIRGINIA-KENTUCKY-OHIO

IN BMB STUDY No. 2 COUNTIES YOU'LL FIND:

- 196,451 RADIO HOMES (DAY)
- 144,527 RADIO HOMES (NIGHT)
- 537 MILLION RETAIL SALES
- W. VA.'S LARGEST URBANIZED AREA

930 KC

5000 WATTS DAY 1000 WATTS NIGHT

THE STATION THAT *TELLS MORE — SELLS MORE*

ABC NETWORK

National Representative:

BRANHAM CO.

WSAZ

WSAZ-TV

delivers EXCLUSIVE coverage
of

2,418,300 population

in 63 counties of W. VA. — OHIO — KY.
and VA. (Per NBC Research Department)

609,600 families!

$1,412,323,000 retail sales!

$2,203,252,000 effective buying income!

* figures from 1952
Sales Management
"Survey of Buying Power"

ABC • CBS • DTN • NBC
NATIONAL REPRESENTATIVE:
The KATZ AGENCY, Inc.

WSAZ-TV
CHANNEL 5

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WEST VIRGINIA — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Calhoun	C1	.....	10.1	.0065	2.5	2,005	.0014	586	149	90	626	61	.....	7,336	.0033	726	2,934	.0034	52
Clay	C2	.....	15.1	.0097	3.5	3,648	.0024	446	817	65	272	33	.....	9,691	.0044	642	2,769	.0049	51
Doddridge	C1	.....	9.1	.0059	2.4	3,018	.0020	928	341	95	408	30	.....	7,565	.0035	831	3,152	.0035	59
Fayette	C2	25	83.6	.0540	20.6	52,805	.0349	11,417	13,662	3,276	10,889	1,043	.....	83,524	.0379	999	4,055	.0402	74
Oak Hill	.....	.....	4.6	.0030	1.2	12,971	.0086	2,352	1,217	1,399	5,354	307	*	5,661	.0026	1,231	4,718	.0045	150
3Montgomery	.....	.....	3.5	.0023	1.0	10,710	.0071	2,746	263	1,005	2,287	341	*	4,751	.0022	1,357	4,751	.0037	161
Gilmer	C1	.....	9.6	.0062	2.5	2,354	.0015	1,019	328	50	130	60	.....	7,273	.0033	758	2,909	.0033	53
Grant	E1	.....	8.8	.0057	2.3	5,388	.0036	882	553	102	785	57	.....	7,221	.0032	821	3,140	.0038	67
Greenbrier	C3	.....	39.8	.0256	10.1	23,520	.0155	6,018	2,951	1,522	4,426	655	.....	34,764	.0158	873	3,442	.0177	69
Hampshire	E1	.....	12.8	.0083	3.3	4,608	.0031	1,052	357	216	1,523	62	.....	10,778	.0049	842	3,266	.0050	60
Hancock	A1	154	35.4	.0229	9.5	18,749	.0124	6,858	929	1,101	1,263	705	.....	65,559	.0297	1,852	6,901	.0232	101
1Weirton	.....	.....	24.8	.0160	6.7	16,688	.0110	4,883	697	807	898	439	*	46,975	.0213	1,894	7,011	.0171	107
Hardy	E1	.....	10.0	.0064	2.6	4,112	.0027	577	498	69	1,059	63	.....	9,892	.0045	989	3,805	.0043	67
Harrison	C1	.....	86.3	.0557	24.6	73,542	.0486	18,252	8,693	4,210	15,138	1,790	.....	103,500	.0470	1,199	4,207	.0492	88
Clarksburg	.....	.....	32.3	.0208	10.2	54,108	.0358	9,797	7,374	3,909	11,116	1,367	*	53,351	.0242	1,652	5,230	.0270	130
Jackson	B1	.....	15.4	.0100	4.1	6,341	.0042	1,538	399	299	1,696	120	.....	12,802	.0058	831	3,122	.0062	62

1 Weirton is in Brooke and Hancock Counties.
3 Montgomery is in Fayette and Kanawha Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
*Withheld to avoid disclosure.
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Look at it This Way

Though Charleston, W. Va., The Chemical Center of the World, ranks only 164th in population, it IS an important market of the nation. A city that ranks in sales ahead of its population is an area where you should take your selling message. Look over THESE figures and compare them with other markets where you place advertising. Are you taking advantage of this powerful source of sales?

West Virginia's Richest Market

85th in general merchandising sales
89th in automotive sales
96th in furniture sales
104th in total retail sales
117th in drug sales
126th in food sales

Authority for above figures—Sales Management's "Survey of Buying Power"

There must be a reason why the Charleston Daily Mail shows more increases in national advertising each year. Here are the figures:

	Mail	Other Paper
1951	6.2%	5.1%
1950	16.1	12.0
1949	20.2	8.0

You can tap this rich market with your selling message through the use of the Charleston Daily Mail. More and more national advertisers are using the Daily Mail as their selling voice in Charleston. Join this ever increasing list of National advertisers who enjoy plus sales through the advertising columns of West Virginia's leading evening newspaper.

Ask about our extra and exclusive merchandising service!

The Charleston Daily Mail

Represented nationally by Ward Griffith Co., Inc.

WEST VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

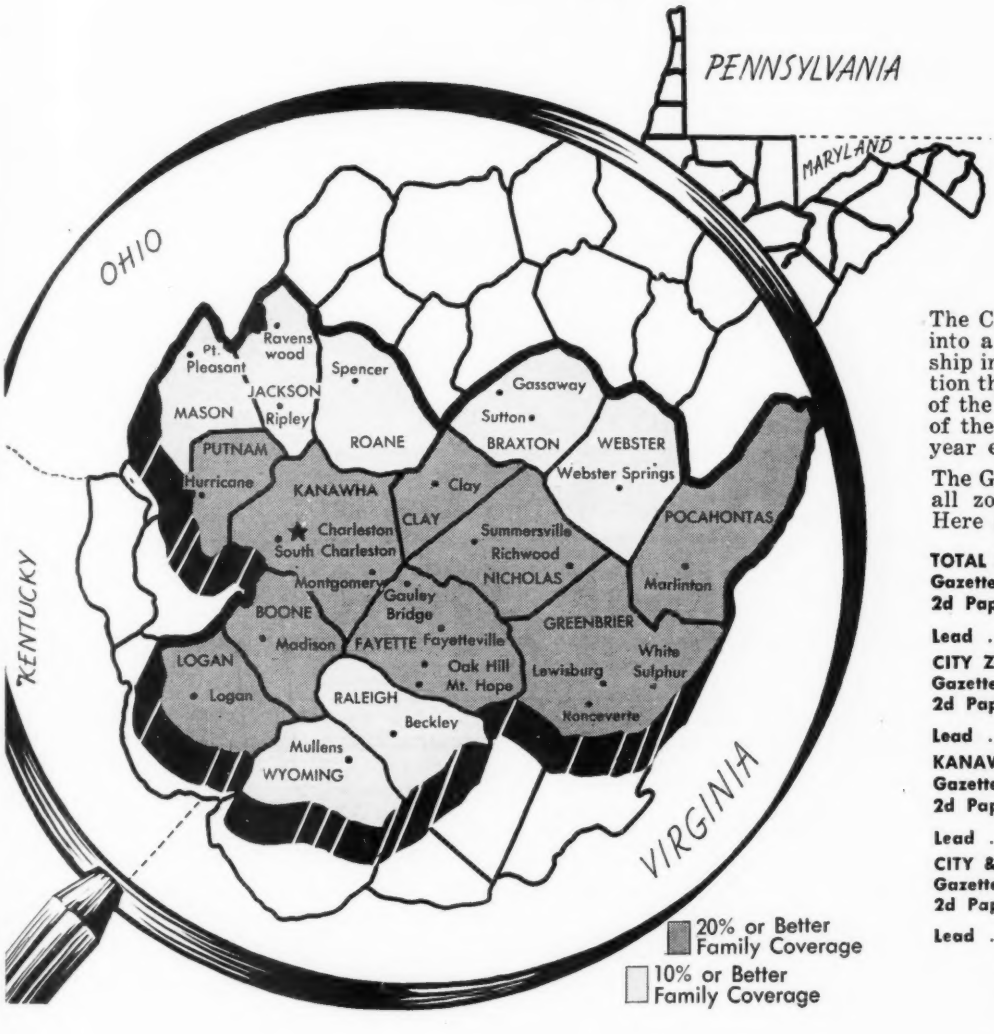
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Jefferson	F1	....	17.5	.0113	4.7	9,774	.0065	2,481	742	740	1,401	349	.....	15,647	.0071	894	3,329	.0078	69
Kanawha	B2	25	245.5	.1583	67.5	215,926	.1428	53,200	33,063	13,173	40,500	5,575	.....	348,639	.1582	1,420	5,165	.1536	97
▲Charleston	.....	.....	74.0	.0478	22.9	150,037	.0992	30,001	23,315	10,789	31,275	4,024	182,757	126,150	.0572	1,705	5,509	.0679	142
South Charleston	.....	.....	17.1	.0110	5.3	15,910	.0105	4,869	1,272	573	4,515	658	*	26,080	.0119	1,525	4,921	.0113	110
3Montgomery																			
Lewis	C1	....	21.1	.0137	5.5	9,819	.0065	2,588	930	587	1,967	318	.....	20,212	.0091	958	3,675	.0092	67
Lincoln	B2	....	22.7	.0146	5.1	5,653	.0037	1,984	1,103	138	1,172	60	.....	11,697	.0053	515	2,294	.0067	46
Logan	B3	....	79.5	.0513	18.3	50,910	.0337	9,829	16,119	2,559	7,525	960	.....	77,789	.0353	978	4,251	.0390	74
Logan	.....	.....	5.2	.0034	1.5	17,820	.0118	2,009	3,111	2,215	2,275	602	8,034	7,931	.0036	1,525	5,287	.0060	173
McDowell	B3	....	100.3	.0648	23.0	59,672	.0394	13,477	18,399	3,694	9,464	1,212	.....	88,593	.0402	883	3,852	.0449	68
Welch	.....	.....	6.6	.0043	1.9	17,262	.0114	2,620	1,948	1,427	6,331	526	*	7,915	.0035	1,199	4,166	.0060	141

3 Montgomery is in Fayette and Kanawha Counties.
▲ and △ See end of state for Standard Metropolitan County Areas.

© SM, 1952.

Before using these figures, see explanation page 25.
*Withheld to avoid disclosure.

Buy the Big Part of **West Virginia**



COAL, Gas and Chemicals are being combined in Southern West Virginia to spark one of the fastest growing regions in the U. S. Charleston is the State and Industrial Capital of the area, and The Charleston Gazette is its newspaper!

The Gazette has continuously kept pace with the growth of the region, and today it holds its widest margin of leadership. (See tabulations on the right).

Charleston while growing industrially likewise has grown as a trade center. The City has become the most important distribution and shopping center between Washington and Cincinnati.

West Virginia has 55 counties. The 16 in The Gazette's coverage area (see map) account for upwards of 40% of all Retail Sales in the State.

So we say BUY THE BIG PART OF WEST VIRGINIA. You can reach and sell it **alone** through The Gazette.

QUICK FACTS on Gazette Circulation

Daily	86,573
Sunday	88,981

ABC 9-30-51

Milline Rates

Daily	$2.76
Sunday	2.68

COMMANDING LEADERSHIP

The Charleston Gazette has forged into a stronger position of leadership in circulation over its competition than at any time in the history of the two newspapers, comparison of the annual ABC reports for the year ended Sept. 30, 1951 reveals.

The Gazette leads commandingly in all zones both daily and Sunday. Here are the figures:

TOTAL NET PAID	Daily	Sunday
Gazette	86,573	88,981
2d Paper	58,045	57,582
Lead	28,528	31,399
CITY ZONE		
Gazette	30,667	30,376
2d Paper	28,662	27,505
Lead	2,005	2,871
KANAWHA COUNTY		
Gazette	47,604	47,705
2d Paper	41,225	40,497
Lead	6,379	7,208
CITY & RTZ		
Gazette	71,878	72,391
2d Paper	54,894	54,262
Lead	16,984	18,129

DAILY CIRCULATION

Family Coverage By County

County	Gazette	Mail
20% or Better		
KANAWHA	86.39	74.97
Charleston		
BOONE	44.59	34.88
CLAY	29.87	16.17
FAYETTE	45.33	19.38
GREENBRIER	26.92	9.14
LOGAN	29.80	11.47
NICHOLAS	35.47	15.54
POCAHONTAS	37.72	6.04
PUTNAM	25.84	16.52
10% or Better		
BRAXTON	13.88	9.37
JACKSON	12.42	14.00
MASON	13.55	4.29
RALEIGH	14.18	4.61
ROANE	14.44	29.10
WEBSTER	14.41	4.20
WYOMING	13.78	0.00

The Charleston Gazette

Represented by: SMALL, BREWER & KENT, INC.

Charleston 30, West Virginia



More About the WHEELING, W. VA. Market Than *Sales Management* Can Tell You!

The Wheeling, W. Va., market encompasses five counties in the Northern West Virginia panhandle and two adjacent counties in Eastern Ohio. Because of its size and its metropolitan facilities, Wheeling is the shopping center for this seven-county area.

The 270,400 people in this dynamic Wheeling, W. Va., market rely on the *Wheeling Intelligencer* and the *Wheeling News-Register* to tell them what to buy and where to buy it. These newspapers are welcomed daily into more than 51,000 homes. They can carry your advertising message profitably and economically. A McDevitt man can show you how.

Vital Statistics About the Seven-County Wheeling Market:

POPULATION	270,400
FAMILIES	78,800
RETAIL SALES	$204,748,000
FOOD SALES	58,398,000
GENERAL MERCHANDISE	25,529,000
FURNITURE, HOUSEHOLD, RADIO	12,917,000
AUTOMOTIVE	31,416,000
DRUG	4,648,000
EFFECTIVE BUYING INCOME	317,667,000

WHEELING, WEST VA.

INTELLIGENCER WEEKDAY MORNINGS

NEWS-REGISTER EVENINGS AND SUNDAY

Nat'l Reps.: GEO. A. McDEVITT CO., 444 Madison Ave., New York 22

WEST VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

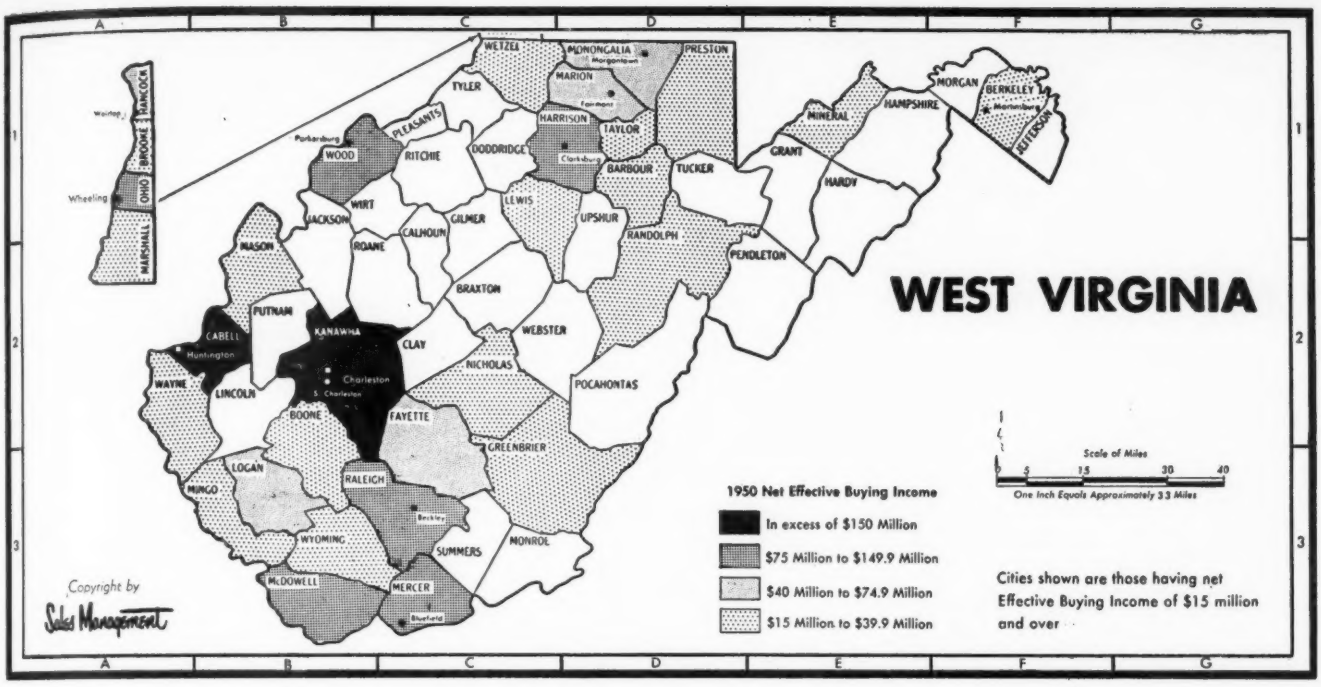
COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Marion	D1	.....	72.8	.0470	20.9	49,991	.0331	13,925	8,534	2,133	8,390	1,286	.....	78,878	.0358	1,083	3,774	.0372	79
Fairmont	.....	.....	29.9	.0193	9.2	37,980	.0251	9,169	6,024	1,570	7,465	1,014	15,495	46,246	.0210	1,547	5,027	.0219	113
Marshall	A2	154	37.0	.0238	10.2	15,007	.0099	6,643	756	453	2,081	451	.....	38,528	.0175	1,041	3,777	.0165	89
Mason	B2	.....	24.1	.0156	6.3	8,013	.0053	2,323	786	397	1,630	74	.....	20,530	.0093	852	3,259	.0094	60
Mercer	C3	.....	76.7	.0495	19.6	53,025	.0351	11,672	7,623	2,960	11,303	1,764	.....	89,578	.0407	1,168	4,570	.0408	82
4Bluefield	.....	.....	21.7	.0140	5.9	29,646	.0196	4,652	4,585	1,990	5,369	998	*	34,927	.0159	1,610	5,920	.0166	119
Princeton	.....	.....	8.5	.0054	2.6	11,813	.0079	2,839	532	913	311	435	3,206	11,980	.0054	1,409	4,608	.0061	113
Mineral	E1	.....	22.5	.0145	6.2	9,309	.0061	2,943	1,039	549	1,247	293	.....	19,167	.0086	852	3,091	.0090	62
Mingo	B3	.....	48.7	.0315	11.4	32,815	.0217	7,466	5,348	3,016	6,634	827	.....	40,483	.0184	831	3,551	.0220	70
Williamson	.....	.....	8.9	.0058	2.6	19,884	.0131	3,501	1,850	2,426	5,204	590	18,933	12,455	.0057	1,399	4,790	.0079	136
Monongalia	D1	.....	62.7	.0404	16.7	43,290	.0286	12,204	5,130	2,626	8,298	1,259	.....	71,873	.0326	1,148	4,304	.0330	82
Morgantown	.....	.....	26.2	.0169	7.1	32,083	.0212	6,910	4,530	2,284	7,494	1,048	11,988	41,887	.0190	1,599	5,900	.0192	114
Monroe	C3	.....	13.3	.0086	3.3	3,901	.0026	1,105	370	230	852	130	.....	7,832	.0036	589	2,373	.0043	50
Morgan	F1	.....	8.4	.0055	2.4	2,837	.0019	1,148	71	54	170	32	.....	6,891	.0031	820	2,871	.0032	58
Nicholas	C2	.....	28.5	.0183	6.8	10,904	.0072	3,666	1,377	319	2,371	149	.....	17,091	.0078	600	2,513	.0097	53
Ohio	A1	154	72.1	.0466	21.8	97,520	.0645	21,312	18,338	7,762	12,371	2,353	.....	116,047	.0526	1,610	5,323	.0550	118
▲Wheeling	.....	.....	59.1	.0382	18.4	93,846	.0621	19,718	18,272	7,293	12,371	2,353	75,593	99,474	.0451	1,683	5,406	.0488	126
Pendleton	D2	.....	9.4	.0061	2.2	2,528	.0017	290	491	95	1,048	68	.....	6,034	.0027	642	2,743	.0031	51

4 Bluefield is in Mercer County, W. Va. and Tazewell County, Va. Only West Virginia portion is shown here
▲ and △ See end of state for Standard Metropolitan County Areas.

*Withheld to avoid disclosure.

© SM, 1952.

Index to Advertisers on page 658.



ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

Quick Facts About a Great Market...

One of America's richest markets is compressed in the 100 adjoining counties of Eastern Ohio, Western Pennsylvania and West Virginia served by WWVA. It's the rich, thriving Industrial Heart of America, with opportunity unlimited for alert advertisers:

POPULATION	**5,115,800**	**GENERAL MERCHANDISE**	**$ 528,248,000**
FAMILIES	**1,408,800**	**FURN., HOUSE., RADIO**	**$ 258,578,000**
RETAIL SALES	**$3,944,723,000**	**DRUG SALES**	**$ 88,594,000**
FOOD SALES	**$1,057,119,000**	**EFFECTIVE BUYING INCOME**	**$5,930,497,000**

—and Just One Medium Reaches It!

This vast market area is served 24 hours a day by the friendly 50,000 watts of WWVA. The balanced programming of WWVA has served the area for 25 years . . . attracting listeners, building sales with *one* station, *one* cost, *one* billing. A *John Blair man* can tell you more about the dynamic advertising force that is WWVA.

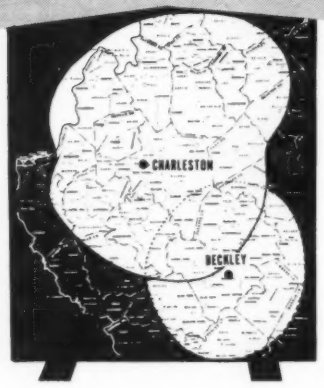
WWVA

A FORT INDUSTRY STATION — CBS RADIO
50,000 WATTS — WHEELING, WEST VIRGINIA
***Nationally Represented by* JOHN BLAIR & CO.**

NATIONAL SALES OFFICES: *New York 22, 485 Madison Ave.* • *Chicago 1, 230 No. Michigan Ave.*

it costs less to cover this rich half* of West Virginia with "Personality!"

Buying power? Our listeners have $965,000,000 worth of it! The powerful, popular "personality" package reaches a quarter-million homes of highly-paid industrial workers and farmers who put their faith in advertised products with almost every purchase. What's your share of this lush, lucrative market? One order and one low, low rate quickly supplies the answer!



* Total Population 992,994
Total Families 250,337
Retail Sales $543,571,000
Effective Buying Income $965,894,000



WKNA
WKNA-FM
CHARLESTON — 950 KC
5000 W DAY • 1000 W NIGHT
ABC Radio Network Affiliate

WJLS
WJLS-FM
BECKLEY — 560 KC
1000 W DAY • 500 W NIGHT
CBS Radio Network Affiliate

write today for details
Represented nationally by WEED & CO.

WEST VIRGINIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Pleasants	C1	.....	6.3	.0040	1.8	3,193	.0021	941	309	290	716	57	.....	7,425	.0034	1,179	4,125	.0031	78
Pocahontas	D2	.....	12.6	.0082	3.2	4,136	.0027	989	783	369	729	60	.....	10,870	.0049	863	3,397	.0049	60
Preston	D1	.....	32.2	.0207	8.2	12,565	.0083	3,426	2,413	179	2,530	387	.....	23,701	.0108	736	2,890	.0120	58
Putnam	B2	.....	21.5	.0139	5.4	4,673	.0031	1,166	1,380	139	731	59	.....	15,150	.0069	705	2,806	.0072	82
Raleigh	B3	.....	98.4	.0635	24.2	59,805	.0395	12,326	17,231	2,939	9,844	890	.....	98,310	.0446	999	4,062	.0469	74
Beckley	.....	.....	19.7	.0127	5.9	35,107	.0232	5,543	6,268	2,521	8,442	713	10,734	25,076	.0114	1,273	4,250	.0152	120
Randolph	D1	.....	31.1	.0201	7.6	15,630	.0104	3,964	2,689	551	2,475	443	.....	31,744	.0144	1,021	4,177	.0143	71
Elkins	.....	.....	9.3	.0060	2.8	12,008	.0079	2,817	1,791	551	2,199	333	*	14,093	.0064	1,515	5,033	.0068	113
Ritchie	C1	.....	12.5	.0081	3.6	4,493	.0030	1,252	702	127	1,029	132	.....	10,121	.0046	810	2,811	.0048	59
Roane	B2	.....	18.4	.0119	4.4	6,058	.0040	1,506	785	346	1,462	58	.....	14,519	.0066	789	3,300	.0069	56
Summers	C3	.....	19.3	.0124	5.0	8,282	.0054	2,664	1,235	631	1,114	227	.....	14,831	.0067	768	2,966	.0075	60
Taylor	D1	.....	18.5	.0120	5.2	8,344	.0056	2,874	743	566	801	356	.....	19,265	.0087	1,041	3,705	.0084	70
Tucker	D1	.....	10.6	.0068	2.8	4,414	.0029	1,508	744	116	1,157	103	.....	9,259	.0042	873	3,307	.0043	83
Tyler	C1	.....	10.4	.0067	3.1	3,972	.0026	1,470	249	356	573	133	.....	10,829	.0049	1,041	3,493	.0048	69
Upshur	D1	.....	19.6	.0127	5.2	8,350	.0055	2,396	753	297	1,844	373	.....	15,254	.0070	778	2,933	.0077	61
Wayne	A2	62	39.4	.0254	8.4	7,137	.0047	2,479	584	476	1,713	272	.....	30,663	.0139	778	3,650	.0134	53
2Huntington																			
Webster	C2	.....	18.0	.0116	4.3	6,747	.0045	1,546	1,841	79	1,159	116	.....	12,684	.0057	705	2,950	.0065	56
Wetzel	C1	.....	20.2	.0131	5.6	9,983	.0066	2,983	659	587	1,878	251	.....	19,984	.0091	989	3,569	.0092	70
Wirt	B1	.....	5.1	.0032	1.5	998	.0007	171	345	76	132	29	.....	3,113	.0014	610	2,075	.0016	50
Wood	B1	.....	67.6	.0437	20.2	53,482	.0353	12,995	6,919	3,296	9,324	1,657	.....	87,508	.0397	1,294	4,332	.0392	90
Parkersburg	.....	.....	30.1	.0194	10.0	46,012	.0305	9,855	6,542	2,856	8,675	1,474	*	46,556	.0211	1,547	4,656	.0236	122

2 Huntington is in Cabell and Wayne Counties.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
© SM, 1952.

Beckley WEST VIRGINIA

BECKLEY POST-HERALD and RALEIGH REGISTER

A.B.C. City Zone of over 27,000 population blanketed with 95.2% coverage. 94.6% effective circulation in Beckley 9-County Market Area.

Combined Daily ABC — 32,890
Sunday Register ABC — 32,353
June 30, 1951 ABC.
White Audit.

A high quality fast-growing market with morning and evening newspapers providing real pulling power.
Represented by Story, Brooks & Finley, Inc.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALE SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Wyoming	B3		39.2	.0253	9.0	16,530	.0110	4,506	4,711	888	2,474	309		32,162	.0146	820	3,574	.0157	62
Total Above Cities			484.9	.3130	146.5	735,381	.4863	149,851	105,130	51,550	145,986	21,336	436,105	777,800	.3529	1,604	5,309	.3847	123
State Total			2,040.4	1.3170	536.2	1,289,352	.8526	320,584	216,155	74,247	232,623	33,040		2,187,800	.9926	1,072	4,080	1.0155	77
Per Capita						632		157	106	36	114	16							
Per Family						2,405		598	403	138	434	62							

WEST VIRGINIA — SM Standard Metropolitan County Areas

Charleston		25	329.1	.2123	88.1	268,731	.1777	64,617	46,725	16,449	51,389	6,618		432,163	.1961	1,313	4,905	.1938	91
Huntington (W. Va.)-Ashland (Ky.)		62	251.7	.1624	69.8	189,230	.1251	46,387	24,243	10,678	38,482	5,813		291,438	.1322	1,158	4,175	.1361	84
Wheeling (W.Va.)-Steubenville (Ohio)		154	357.5	.2307	102.4	290,848	.1923	84,240	32,401	17,340	45,232	7,038		488,356	.2206	1,360	4,750	.2142	93

(Other East North Central States: Illinois, p. 266; Indiana, p. 283; Michigan, p. 358; Ohio, p. 466.)

WISCONSIN — Counties and Cities

Wisconsin state map—page 612

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Antigo	Langlade	10.1	43	5	12	19	5
Appleton	Outagamie	35.0	90	9	31	19	9
Ashland	Ashland	10.6	40	6	11	12	5
Baraboo	Sauk	7.4	25	5	12	17	4
Beaver Dam	Dodge	12.1	38	7	9	15	4
Beloit	Rock	30.4	91	10	26	30	12
Burlington	Racine	4.9	17	5	10	13	6
Chippewa Falls	Chippewa	11.3	39	4	13	12	5
Cudahy	Milwaukee	12.3	115	3	5	10	2
Eau Claire	Eau Claire	37.0	106	10	16	28	10
Fond Du Lac	Fond Du Lac	30.5	99	11	29	35	12
Green Bay	Brown	54.1	166	13	42	30	26
Janesville	Rock	25.5	63	6	20	20	9
Kenosha	Kenosha	56.2	185	16	38	30	20
La Crosse	La Crosse	48.7	158	18	22	31	16
Madison	Dane	99.7	203	29	58	47	50
Manitowoc	Manitowoc	28.0	99	7	20	18	10
Marinette	Marinette	14.4	49	3	7	10	5
Marshfield	Wood	12.8	29	7	12	16	5
Menasha	Winnebago	12.7	39	2	5	6	5
Menomonie	Dunn	8.3	29	6	12	12	4
Merrill	Lincoln	9.0	42	7	15	14	4
Milwaukee	Milwaukee	645.0	1,883	121	365	222	288
Monroe	Green	7.1	24	7	12	14	5
Neenah	Winnebago	12.8	37	3	13	7	5

(Continued on page 608)

Adams	D6		8.0	.0052	2.5	4,427	.0029	828	602	40	570	33		6,362	.0029	795	2,545	.0033	63
Ashland	C2		19.4	.0124	5.5	21,096	.0140	5,353	2,148	1,027	4,914	491		20,111	.0091	1,037	3,657	.0111	90
Ashland			10.6	.0068	3.2	16,717	.0111	3,923	1,741	941	4,209	307	*	11,597	.0053	1,094	3,624	.0073	107
Barron	B4		35.2	.0227	10.2	38,510	.0254	6,534	3,843	1,099	8,612	887		37,499	.0170	1,065	3,676	.0206	91
Rice Lake			7.0	.0046	2.0	16,155	.0106	2,044	1,696	305	4,481	379	3,125	7,852	.0035	1,122	3,926	.0058	126
Bayfield	C2		13.7	.0089	4.0	7,375	.0049	1,831	1,173	94	1,049	230		10,895	.0050	795	2,724	.0057	64
Brown	F5	55	101.1	.0652	27.3	105,420	.0697	21,691	14,490	6,556	16,984	2,749		150,807	.0684	1,492	5,524	.0681	104
▲Green Bay			54.1	.0349	15.7	79,791	.0528	16,566	12,908	5,798	13,030	2,250	89,524	87,602	.0398	1,619	5,580	.0427	122
Buffalo	B5		14.9	.0096	4.3	9,543	.0063	1,555	999	209	2,128	232		13,972	.0063	938	3,249	.0070	73
Burnett	A3		10.2	.0066	3.1	6,539	.0044	1,463	678	63	1,363	138		8,263	.0038	810	2,665	.0044	67

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 15.

However you measure markets, *Green Bay, Wis.* meets your specifications



√ 1 of 168 METROPOLITAN Markets*
√ 164,365 Population, City and Retail Trading Zone**
√ $221,423,000 Retail - Wholesale Sales (City)*
√ $264,717,000 Retail - Wholesale Sales (County)*
(*U. S. Census) (**ABC)

Take the measure of this free-spending market with the PRESS-GAZETTE

√ 99% Saturation Coverage Corporate City Homes
√ 88% of City Zone
√ 67% of City and Retail Trading Zone
√ 36,000 Plus Circulation

TESTING? Green Bay and the PRESS-GAZETTE . . . a winning combination — diversified business-industry-population . . . independent of outside media . . . Grocery Store Panel Audit for Brand Tests . . . merchandising assistance.
Write, wire or phone Adams 4400 collect for complete details

Green Bay PRESS-GAZETTE, Green Bay, Wis. Phil McClosky, Mgr., Gen. Adv.

Madison... WISCONSIN'S FASTEST GROWING CITY

DANE COUNTY
2nd FASTEST GROWING IN THE STATE

Reach it with efficient

Low Cost One Medium Coverage

Madison Newspapers

96% of ABC City Zone
67% of ABC Retail Trade Zone

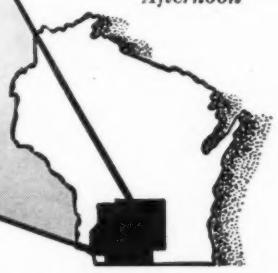
A RICH MARKET

Total Retail Sales $379,302,858
Food Store Sales $76,204,469
Drug Store Sales $11,158,275
Effective Buying Income $503,024,240

Sales Management, 1952

For further market information, call, wire, write: Research Department, Madison Newspapers, Inc., 115 S. Carroll St. Madison, 1, Wisconsin.

Wisconsin State Journal
Morning and Sunday
The Capital Times
Afternoon



MADISON NEWSPAPERS, INC.
National Representatives: JANN & KELLEY, Inc.

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

(Continued from page 607)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Oshkosh	Winnebago	42.0	156	11	36	29	12
Portage	Columbia	7.4	19	7	5	12	4
Racine	Racine	72.9	237	24	48	42	33
Rhinelander	Oneida	8.9	36	5	9	12	5
Rice Lake	Barron	7.0	30	5	7	14	4
Richland Center	Richland	4.7	24	4	10	9	5
Shawano	Shawano	5.9	25	4	4	13	4
Sheboygan	Sheboygan	43.3	132	11	28	32	17
Shorewood	Milwaukee	16.6	39	2	5	2	9
Stevens Point	Portage	16.8	49	6	15	13	9
Sturgeon Bay	Door	7.1	32	4	9	11	6
Superior	Douglas	35.5	139	15	16	25	17
Two Rivers	Manitowoc	10.1	43	4	9	9	3
Watertown	Jefferson	12.6	40	8	12	17	4
Waukesha	Waukesha	22.3	52	6	14	21	7
Wausau	Marathon	31.0	92	8	20	44	12
Wauwatosa	Milwaukee	34.2	53	5	8	9	16
West Allis	Milwaukee	44.1	116	13	19	20	21
West Bend	Washington	7.0	24	4	10	10	3
Wisconsin Rapids	Wood	13.9	51	4	7	15	4

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Calumet	F6		19.2	.0124	5.3	17,709	.0117	2,856	878	717	2,885	288	.....	22,373	.0101	1,165	4,221	.0110	89
Chippewa	B4		43.7	.0282	11.4	40,089	.0265	6,638	4,459	1,694	8,547	718	.....	46,555	.0211	1,065	4,084	.0240	85
Chippewa Falls 1Eau Claire			11.3	.0073	3.4	18,050	.0119	3,454	811	1,220	4,140	481	1,004	14,128	.0064	1,250	4,155	.0082	112
Clark	C5		32.7	.0211	9.1	28,134	.0186	4,257	1,987	412	4,354	528	.....	34,836	.0159	1,065	3,828	.0177	84
Columbia	D7		34.5	.0223	10.3	38,847	.0257	6,972	2,747	1,015	7,023	885	.....	38,221	.0173	1,108	3,711	.0207	93
Portage			7.4	.0048	2.3	12,729	.0084	2,091	1,925	348	3,206	359	4,156	9,882	.0045	1,335	4,297	.0057	119
Crawford	C7		18.0	.0116	5.0	12,385	.0082	2,960	746	529	1,880	260	.....	15,597	.0071	867	3,119	.0083	72
Dane	D7	84	175.9	.1136	48.7	183,144	.1211	36,180	20,280	7,421	28,710	6,818	.....	284,826	.1292	1,619	5,849	.1237	109
▲Madison			99.7	.0643	27.5	129,873	.0859	25,206	17,361	6,215	21,798	5,959	105,624	179,881	.0816	1,804	6,541	.0794	126
Dodge	E7		58.8	.0379	16.6	47,129	.0311	10,312	2,716	1,808	6,523	903	.....	78,019	.0345	1,293	4,579	.0342	90
Beaver Dam 2Watertown			12.1	.0078	3.7	16,461	.0109	3,972	1,637	700	3,813	398	3,967	18,217	.0082	1,506	4,924	.0089	114
Door	G5		21.1	.0136	6.3	20,567	.0136	4,756	1,692	777	3,843	491	.....	23,084	.0105	1,094	3,664	.0121	89
Sturgeon Bay			7.1	.0046	2.2	11,491	.0076	2,225	1,015	536	2,350	491	*	7,564	.0035	1,065	3,438	.0049	107
Douglas	B2	42	47.1	.0304	14.0	45,210	.0299	12,650	4,774	1,627	8,296	1,182	.....	64,899	.0294	1,378	4,636	.0298	98
▲Superior			35.5	.0229	10.8	39,817	.0263	11,378	3,869	1,531	8,158	1,116	*	52,953	.0240	1,492	4,903	.0245	107

1 Eau Claire is in Eau Claire and Chippewa Counties.
2 Watertown is in Dodge and Jefferson Counties.

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.
▲ and △ See end of state for Standard Metropolitan County Areas.

WISCONSIN'S BRIGHTEST SPOT . . .

MADISON

HIGH INCOME FAMILIES

IN DENSITY OF WIBA COVERAGE

IN LOW COST COVERAGE

dominated by WIBA listening!

WIBA has more than TWICE as many listeners as the next nearest station in most segments of the day!

Based on October 1951 Hooper

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

NBC IN MADISON

AM WIBA FM

27th Anniversary Year

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

a Rich RADIO AUDIENCE

20-COUNTY BMB AREA

Radio homes . 196,873
Total effective buying income . $935,022,000
Totals farm ..52,385
Total farm income $290,607,367
Total retail sales $712,274,000
Food store sales $149,408,000
Drug store sales $18,127,000

U. S. Census, 1950
Sales Mgt., 1951
Census of Agric., 1950

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	†Buying Power Quota	Quality Index
Dunn	B4		27.6	.0179	7.7	22,724	.0150	4,292	3,065	602	3,784	442		28,611	.0130	1,037	3,716	.0146	82
Menomonie			8.3	.0054	2.4	13,440	.0089	2,728	2,086	510	2,398	295	*	10,024	.0045	1,208	4,177	.0060	111
Eau Claire	B5		55.6	.0358	16.2	58,717	.0389	12,816	7,771	2,521	12,056	1,740		78,206	.0355	1,407	4,828	.0368	102
1Eau Claire			37.0	.0239	11.2	50,046	.0331	10,770	7,327	2,336	10,401	1,602	*	56,765	.0258	1,534	5,068	.0276	115
Florence	E3		3.7	.0024	1.2	2,211	.0014	758	80		103	26		2,679	.0012	724	2,233	.0015	63
Fond Du Lac	E6		69.3	.0448	19.6	75,122	.0497	14,833	5,821	3,213	13,818	2,146		102,343	.0464	1,477	5,222	.0471	105
Fond Du Lac			30.5	.0196	9.2	45,853	.0303	8,894	4,603	2,493	9,159	1,621	29,094	48,090	.0218	1,577	5,227	.0239	122
Forest	E3		9.3	.0060	2.4	6,435	.0042	1,327	169	108	908	156		7,268	.0033	782	3,028	.0041	68
Grant	C8		42.3	.0273	12.1	40,341	.0267	7,180	2,836	1,531	7,432	742		46,276	.0210	1,094	3,824	.0240	88
Green	D8		24.5	.0158	7.4	32,630	.0216	7,590	2,278	1,005	4,760	859		28,888	.0131	1,179	3,904	.0162	103
Monroe			7.1	.0046	2.4	17,775	.0118	5,110	1,515	801	2,807	352	3,648	10,591	.0048	1,492	4,413	.0068	148
Green Lake	E6		15.0	.0097	4.6	17,469	.0116	3,282	965	590	3,415	247		17,894	.0081	1,193	3,890	.0095	98
Iowa	D8		19.8	.0128	5.7	13,999	.0092	3,054	527	583	1,812	276		20,251	.0092	1,023	3,553	.0099	77
Iron	C2		8.7	.0056	2.5	7,118	.0047	2,247	399	57	633	60		7,289	.0033	838	2,916	.0042	75
Jackson	C5		16.2	.0104	4.8	13,002	.0086	1,998	834	240	2,986	196		16,345	.0074	1,009	3,405	.0084	81
Jefferson	E7		44.2	.0286	13.0	49,379	.0327	10,685	3,768	1,997	8,813	957		54,607	.0248	1,235	4,201	.0279	98
2Watertown			12.6	.0082	3.9	18,586	.0123	4,805	2,240	844	2,938	358	5,158	17,536	.0080	1,392	4,496	.0093	113
Juneau	D6		19.1	.0123	5.4	16,183	.0107	3,592	989	376	2,967	335		19,535	.0089	1,023	3,618	.0101	82
Kenosha	F8	70	77.7	.0501	23.1	81,492	.0538	21,481	5,077	3,513	14,256	2,082		114,749	.0520	1,477	4,967	.0522	104
▲Kenosha			56.2	.0362	16.8	69,267	.0458	18,806	4,277	3,479	13,627	1,983	13,070	88,612	.0402	1,577	5,275	.0411	114
Kewaunee	F5		17.6	.0114	4.8	13,539	.0090	2,089	1,912	471	1,710	222		17,757	.0081	1,009	3,699	.0090	79
La Crosse	C6	173	69.5	.0449	19.8	76,781	.0508	18,428	10,236	3,818	11,745	1,626		101,677	.0461	1,463	5,135	.0473	105
△La Crosse			48.7	.0315	14.4	67,783	.0448	14,926	10,144	3,500	10,975	1,512	35,112	74,040	.0336	1,520	5,142	.0365	116
Lafayette	D8		18.3	.0118	5.3	16,297	.0107	3,244	509	427	2,720	227		20,020	.0091	1,094	3,777	.0101	86
Langlade	E4		22.2	.0143	6.0	22,962	.0152	5,294	2,463	943	4,681	344		24,287	.0110	1,094	4,048	.0129	90
Antigo			10.1	.0065	3.1	18,391	.0122	4,306	1,984	942	3,444	273	*	13,058	.0059	1,293	4,212	.0079	122

1 Eau Claire is in Eau Claire and Chippewa Counties.
2 Watertown is in Dodge and Jefferson Counties.

*Withheld to avoid disclosure.

© SM, 1952.

• TOP MARKET OF NORTH CENTRAL WISCONSIN

There's MORE OF EVERYTHING IN WAUSAU WIS.

That's why the WAUSAU RECORD-HERALD is usually included on "100,000" schedules

1. MORE PEOPLE
2. MORE BUYING POWER
3. MORE — MORE — MORE

1. Metropolitan area: 45,000; county, 81,400; trading area, 100,000.
2. SM Est. Retail Sales: city, $50 million; county, $75 million. Quality of market: 120
3. More staple income, more diversified industry, more farm income . . . . . but write for market folder.

Burke, Kuipers & Mahoney National Representatives

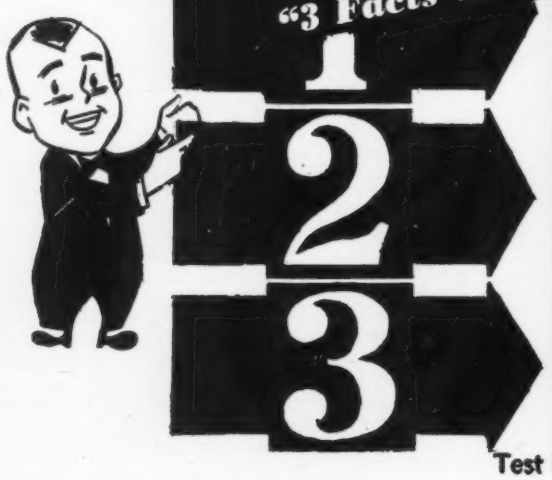
WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Lincoln	D4	.....	22.5	.0145	6.5	22,051	.0146	5,655	1,352	661	3,517	588	.....	21,722	.0099	965	3,342	.0122	94
Merrill	.....	.....	9.0	.0058	2.8	13,137	.0086	3,265	1,144	496	2,227	337	1,134	8,823	.0040	980	3,151	.0057	98
Manitowoc	F6	.....	68.1	.0440	19.5	66,417	.0439	16,116	7,005	2,692	10,649	991	.....	102,524	.0465	1,505	5,258	.0452	103
Manitowoc	.....	.....	28.0	.0181	8.5	33,560	.0222	9,493	5,109	2,104	6,137	578	23,420	48,136	.0218	1,719	5,663	.0212	117
Two Rivers	.....	.....	10.1	.0065	3.0	11,571	.0077	3,056	1,133	456	1,882	293	*	14,486	.0066	1,434	4,829	.0069	106
Marathon	D5	.....	82.0	.0529	22.0	76,403	.0505	14,635	8,143	3,620	17,507	1,350	.....	100,172	.0454	1,222	4,553	.0484	91
Wausau	.....	.....	31.0	.0200	9.3	50,691	.0335	9,711	6,505	3,316	13,854	1,059	20,892	44,463	.0202	1,434	4,781	.0241	121
Marinette	F4	.....	36.1	.0233	10.3	31,781	.0211	8,319	5,918	861	3,610	598	.....	36,923	.0168	1,023	3,585	.0194	83
Marinette	.....	.....	14.4	.0093	4.3	19,191	.0127	4,715	5,051	534	2,166	220	5,698	15,341	.0069	1,065	3,568	.0091	98
Marquette	D6	.....	9.0	.0058	2.7	6,673	.0044	1,253	613	65	1,269	106	.....	8,689	.0039	965	3,218	.0044	76
Milwaukee	F8	88	887.5	.5729	259.4	1,054,248	.6971	243,618	174,291	51,816	184,000	28,285	.....	1,639,000	.7437	1,847	6,318	.6956	121
▲Milwaukee	.....	.....	645.0	.4164	191.8	903,552	.5974	195,800	170,259	48,777	152,454	23,526	714,002	1,172,658	.5321	1,818	6,114	.5285	127
West Allis	.....	.....	44.1	.0284	12.7	47,430	.0314	14,637	2,658	1,602	12,531	1,336	4,863	81,442	.0369	1,847	6,413	.0335	118
Wauwatosa	.....	.....	34.2	.0221	10.2	21,243	.0141	7,191	306	313	5,454	1,183	7,289	75,304	.0342	2,202	7,383	.0257	116
Cudahy	.....	.....	12.3	.0079	3.4	15,680	.0103	7,375	392	97	1,977	155	*	20,270	.0092	1,648	5,962	.0093	118
Shorewood	.....	.....	16.6	.0108	5.4	11,967	.0079	4,834	262	167	3,807	979	*	40,787	.0185	2,457	7,553	.0138	128
Monroe	C6	.....	32.1	.0208	8.5	23,164	.0153	5,031	1,361	843	3,730	574	.....	30,990	.0140	965	3,646	.0158	76
Oconto	E4	.....	26.4	.0170	7.3	19,235	.0127	3,464	2,260	832	3,698	221	.....	21,387	.0097	810	2,930	.0121	71
Oneida	D3	.....	21.0	.0135	6.2	24,169	.0160	6,643	1,874	973	4,139	572	.....	27,441	.0125	1,307	4,426	.0138	102
Rhinelander	.....	.....	8.9	.0057	2.6	14,633	.0097	3,899	1,697	819	2,647	433	.....	12,519	.0057	1,407	4,815	.0069	121
Outagamie	E5	.....	84.1	.0543	23.0	86,905	.0574	17,797	9,726	4,572	13,680	1,808	.....	119,459	.0542	1,420	5,194	.0552	102
Appleton	.....	.....	35.0	.0226	10.5	53,287	.0352	11,787	8,401	3,870	8,255	1,221	22,577	61,659	.0279	1,762	5,872	.0290	126

*Withheld to avoid disclosure.
▲ and △ See end of state for Standard Metropolitan County Areas.

Before using these figures, see explanation page 15.
© SM, 1952.



APPLETON

with a 1950 U S Census CITY ZONE POPULATION of 83,277 is the No. 3 Market in Wisconsin. Only Milwaukee and Madison are Larger! !

The APPLETON POST-CRESCENT is the ONLY Newspaper in Wisconsin offering 1) 70% Dealer Tie-ins on Grocery Items 2) Twice Weekly Dealer Contacts 3) Annual Consumer Buying Study

The APPLETON POST-CRESCENT in 1951 Carried 15,637,552 lines of Advertising

More than any newspaper in the state except the Milwaukee Journal — A testimony to effectiveness.

Test it in APPLETON — for Details Write — Wire — Phone Collect — David Lindsey — General Advertising Department —

FOOD PRODUCTS—All-purpose shortening, baby foods, bacon, baking mixes, baked beans, bread, breakfast foods, butter, catsup, canned chicken, chili con carne, canned Chinese foods, coffee, cookies, canned corn, corned beef hash, crackers, cranberries, dog food, flour, frozen foods, fruit and vegetable juices, ice cream, sausage, canned luncheon meats, macaroni products, margarine, milk, peanut butter, canned peas, popcorn, potato chips, rice, salad or cooking oil, dry soup mixes, sugar, tea, canned tuna fish, wieners.

SOAPS AND ALLIED PRODUCTS— Powdered bleach, bleaching fluid, bluing, laundry starch, scouring cleansers, soaps and cleaning agents for dishes, fine fabrics, hardwood floors, laundry, linoleum or tile floors, painted walls and woodwork, toilet bowl cleansers, water softeners, floor wax.

DRUGS AND TOILETRIES — Deodorants, facial cream, facial tissues, hair tonic or dressing, hand cream, hand lotion, lipstick, nail polish, permanent wave kits and refills, safety razor blades, shampoo, electric shavers, shaving cream, toilet soap, tooth paste, tooth powder.

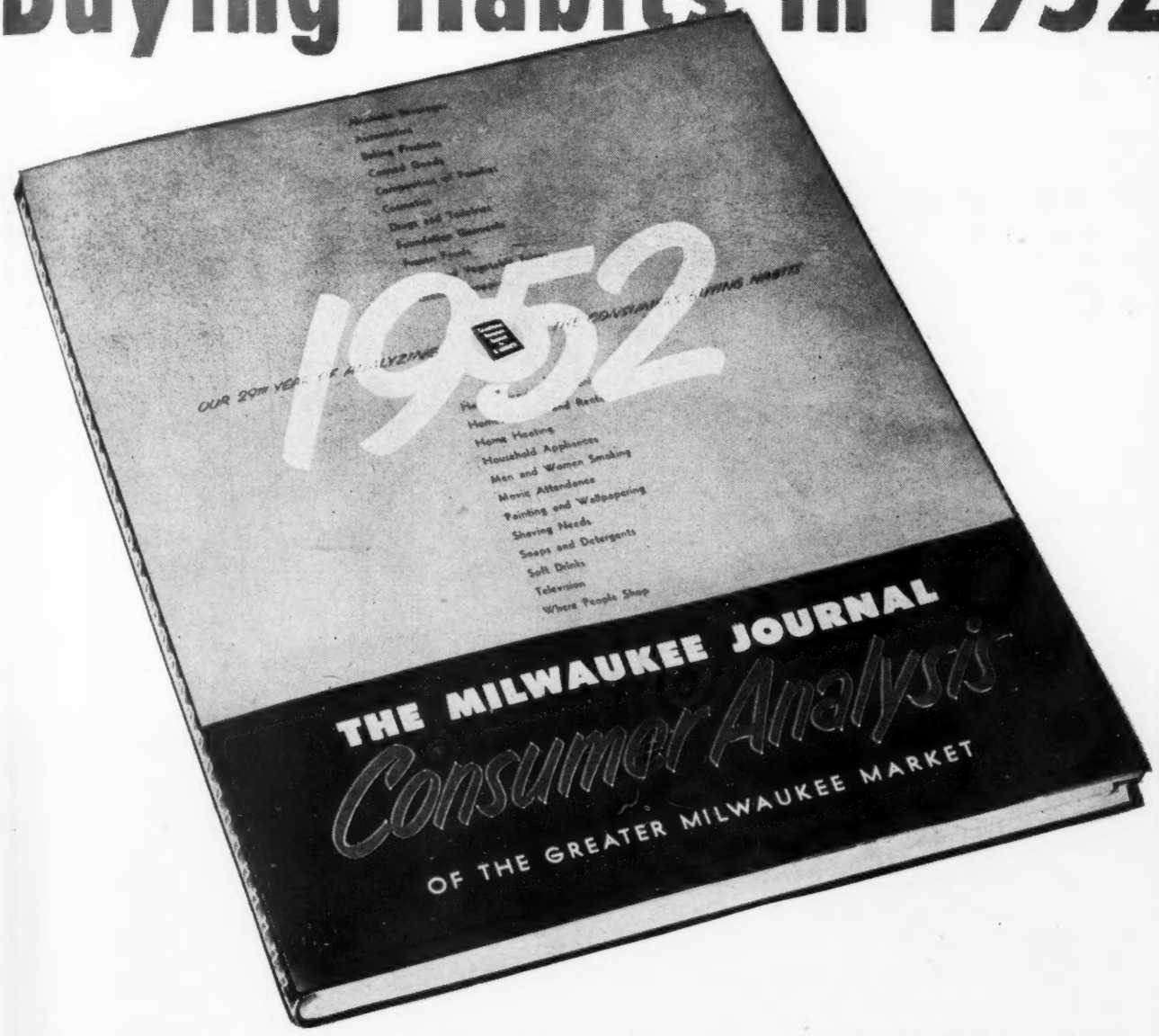
BEVERAGES—Cordials, beer, gin, grape brandy, rum, scotch, soft drinks, whiskey, wine.

HOME AND APPLIANCES — Awnings, carpets, clothes dryers, cooking ranges, dishwashers, food freezers, food mixers, furniture buying, garbage disposal units, home heating, owners and renters of homes, irons, mangles, painting, refrigerators, sewing machines, television sets, wallpaper, washing machines.

AUTOMOTIVE—Antifreeze, family ownership, gasoline, motor oil, repairs, spark plugs, tires.

GENERAL—Cigarets, cigars, composition of families, foundation garments, hosiery, movie attendance, pipes and pipe tobacco, paper towels, toilet tissue, wax paper, surgical bandages and dressings, women's apparel shopping, women's bathing suits, wrist watches.

Buying Habits in 1952

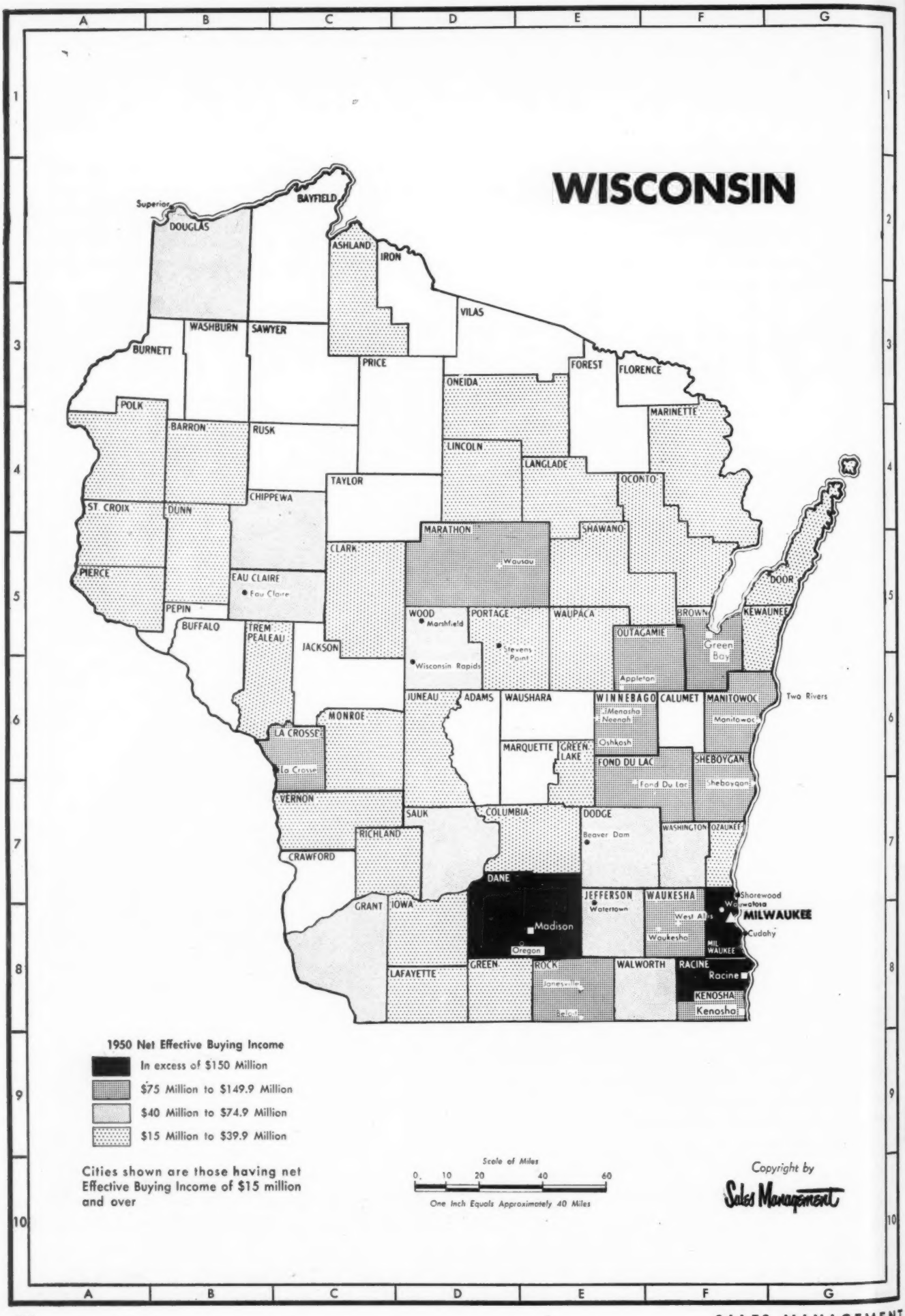


Here's the up-to-date picture of consumer buying habits in a metropolitan market of 267,000 households—what, when and where they buy; brand preference; ownership and buying plans. This information, all gathered since January 1, 1952, again shows the competitive positions in many lines, shifts in brand preference, the trend of preference by types of stores and service, dealer distribution by brands and comparisons with past years.

Write for a copy and get the close-up details on local marketing and buying factors which influence your 1952 sales in the Milwaukee market.

THE MILWAUKEE JOURNAL

National Representatives, O'Mara & Ormsbee, Inc.


WISCONSIN
Superior
BAYFIELD
DOUGLAS
ASHLAND
IRON
VILAS
WASHBURN
SAWYER
BURNETT
PRICE
FOREST
FLORENCE
ONEIDA
MARINETTE
POLK
BARRON
RUSK
LINCOLN
LANGLADE
OCONTO
TAYLOR
CHIPPEWA
ST CROIX
DUNN
MARATHON
Wausau
SHAWANO
CLARK
PIERCE
EAU CLAIRE
Eau Claire
DOOR
PEPIN
WOOD
Marshfield
PORTAGE
WAUPACA
BROWN
KEWAUNEE
BUFFALO
TREMPEALEAU
JACKSON
Stevens Point
Wisconsin Rapids
OUTAGAMIE
Green Bay
Appleton
JUNEAU
ADAMS
WAUSHARA
WINNEBAGO
Menasha
Neenah
Oshkosh
CALUMET
MANITOWOC
Two Rivers
Manitowoc
MONROE
LA CROSSE
La Crosse
MARQUETTE
GREEN LAKE
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
VERNON
SAUK
COLUMBIA
DODGE
Beaver Dam
WASHINGTON
OZAUKEE
RICHLAND
CRAWFORD
DANE
Madison
Oregon
JEFFERSON
Watertown
WAUKESHA
West Allis
Waukesha
Shorewood
Wauwatosa
MILWAUKEE
Cudahy
MIL WAUKEE
GRANT
IOWA
GREEN
ROCK
Janesville
WALWORTH
RACINE
Racine
KENOSHA
Kenosha
LAFAYETTE
1950 Net Effective Buying Income
In excess of $150 Million
$75 Million to $149.9 Million
$40 Million to $74.9 Million
$15 Million to $39.9 Million
Cities shown are those having net Effective Buying Income of $15 million and over
Scale of Miles
0 10 20 40 60
One Inch Equals Approximately 40 Miles
Copyright by
Sales Management



HERE'S ONE ALONE!

One newspaper alone has merchandisable coverage of 20% or more in only 13 Wisconsin Counties (including the city zone).



And HERE'S THE SENTINEL

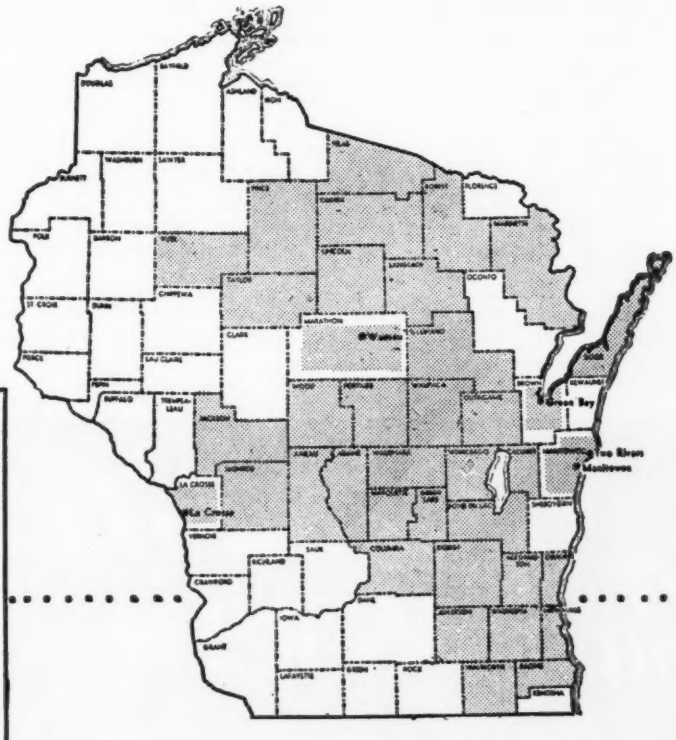
The Sentinel alone has merchandisable coverage of 20% or more, in 15 Wisconsin Counties (including the city zone).

Look What Happens When You Use BOTH!

If you want maximum effectiveness for you advertising in Wisconsin, you need **both** Milwaukee newspapers. One alone doesn't do the job, as you can see if you look at the maps at the left. If you use just one paper, you get merchandisable coverage in only 13 (or 15) counties.

But look what happens when you use **both.** The map below shows how the two papers effectively reach the major share of the Wisconsin market contained in 34 counties and 5 additional key cities.

Of course you need both Milwaukee newspapers to sell Wisconsin. Let us tell you more about it soon!



SALES MANAGEMENT ESTIMATES

in 34 Counties and 5 additional Cities*
Shown in Map at Right.

	% of State Total
Population	63.7%
Families	64.1
Total Retail Sales	67.9
Food Sales	69.2
General Merchandise Sales	73.7
Furniture Household and Radio	73.4
Automotive Sales	68.2
Drug Sales	67.9
EFFECTIVE BUYING INCOME	68.0

*Wausau, La Crosse, Green Bay, Manitowoc and Two Rivers

MILWAUKEE SENTINEL

The Newspaper Wisconsin Grew Up With

Nationally Represented by MOLONEY, REGAN & SCHMITT



WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Ozaukee	F7	.....	24.2	.0157	7.0	23,597	.0156	4,850	840	825	4,251	479	.....	31,621	.0143	1,307	4,517	.0150	98
Pepin	B5	.....	7.5	.0048	2.0	6,828	.0046	1,534	220	156	1,641	61	.....	9,481	.0043	1,264	4,741	.0045	94
Pierce	A5	.....	21.7	.0140	6.1	19,037	.0126	4,652	825	686	4,035	397	.....	25,586	.0116	1,179	4,194	.0124	89
Polk	A3	.....	25.1	.0161	7.4	23,731	.0156	4,422	1,677	267	4,515	656	.....	27,087	.0123	1,079	3,660	.0141	88
Portage	D5	.....	35.3	.0228	9.3	28,967	.0192	6,707	2,657	1,479	4,027	770	.....	40,120	.0182	1,137	4,314	.0194	85
Stevens Point	.....	.....	16.8	.0108	4.5	20,342	.0135	5,001	1,833	1,448	2,493	526	*	21,952	.0100	1,307	4,878	.0112	104
Price	C3	.....	16.3	.0105	4.7	14,039	.0093	2,524	2,591	701	3,042	264	.....	14,124	.0064	867	3,005	.0081	77
Racine	F8	111	112.5	.0726	32.9	131,868	.0872	33,176	8,947	7,426	22,580	3,683	.....	180,609	.0820	1,605	5,490	.0817	113
▲Racine	.....	.....	72.9	.0471	22.0	100,249	.0663	26,021	7,875	6,592	17,645	3,256	27,041	121,144	.0550	1,662	5,507	.0568	121
Burlington	.....	.....	4.9	.0032	1.6	13,569	.0090	2,552	933	702	2,918	361	*	7,586	.0034	1,548	4,741	.0050	156
Richland	C7	.....	19.3	.0125	5.5	18,166	.0120	3,754	797	728	3,291	411	.....	18,098	.0082	938	3,291	.0102	92
Richland Center	.....	.....	4.7	.0030	1.4	13,122	.0086	2,256	655	520	2,490	325	*	5,742	.0026	1,222	4,101	.0045	150

▲ and △ See end of state for Standard Metropolitan County Areas.
*Withheld to avoid disclosure.

Before using these figures, see explanation page 15.
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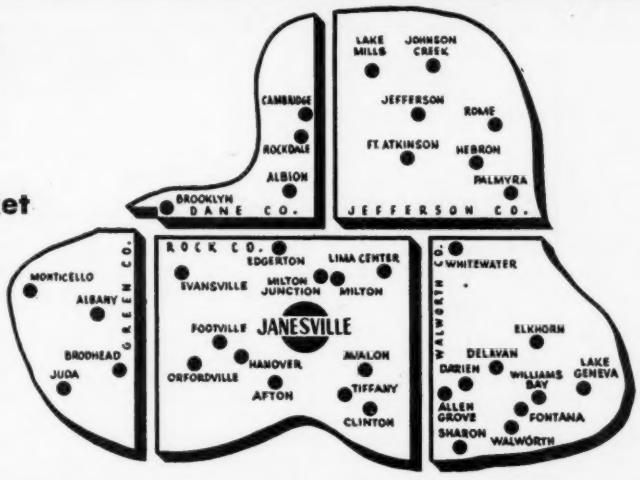


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THE JANESVILLE DAILY GAZETTE

JANESVILLE, WISCONSIN — GEORGE GRESSMAN, ADV. DIR.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WISCONSIN — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANDISE WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Rock	E8	.....	95.4	.0616	28.4	109,066	.0721	26,123	9,340	4,661	19,883	2,685	.....	146,360	.0664	1,534	5,154	.0672	109
Beloit	.....	.....	30.4	.0196	9.2	42,514	.0281	10,912	4,306	2,208	9,218	1,249	*	48,805	.0222	1,605	5,305	.0234	119
Janesville	.....	.....	25.5	.0165	7.8	39,102	.0259	9,496	3,961	1,940	6,465	999	*	43,460	.0197	1,704	5,572	.0209	127
Rusk	B4	.....	16.9	.0109	4.7	14,060	.0093	2,727	1,944	302	2,694	216	.....	15,130	.0068	895	3,219	.0084	77
St. Croix	A4	.....	26.5	.0171	7.5	23,733	.0157	4,257	1,679	547	4,320	445	.....	32,006	.0146	1,208	4,267	.0154	90
Sauk	D7	.....	39.0	.0252	11.4	38,381	.0254	7,981	2,347	1,284	7,729	916	.....	47,103	.0213	1,208	4,132	.0233	92
Baraboo	.....	.....	7.4	.0048	2.4	13,792	.3091	2,920	842	580	3,526	310	1,837	9,567	.0043	1,293	3,986	.0058	121
Sawyer	B3	.....	10.4	.0067	3.1	8,906	.0058	1,881	1,487	257	1,179	303	.....	12,406	.0057	1,193	4,002	.0059	88
Shawano	E5	.....	35.6	.0230	9.6	25,923	.0172	5,603	1,576	514	4,180	443	.....	35,390	.0160	994	3,686	.0178	77
Shawano	.....	.....	5.9	.0038	1.7	11,658	.0077	2,904	480	244	2,230	295	1,143	6,957	.0032	1,179	4,092	.0047	124
Sheboygan	F6	.....	82.1	.0530	24.5	77,456	.0512	15,943	12,978	3,149	12,212	1,620	.....	122,465	.0556	1,492	4,999	.0538	102
Sheboygan	.....	.....	43.3	.0279	13.4	53,310	.0353	10,653	12,094	1,984	9,638	1,271	29,681	71,955	.0326	1,662	5,370	.0325	116
Taylor	C4	.....	18.5	.0119	5.0	12,926	.0085	2,130	1,658	468	2,158	202	.....	15,244	.0069	824	3,049	.0084	71

*Withheld to avoid disclosure.

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NO. 1 BUY IN HEART OF AMERICA'S DAIRYLAND

WCLO-WGEZ

JANESVILLE—WISCONSIN—BELOIT

FULL TIME MUTUAL NETWORK

Combination Rate — Represented by Rambeau

WISCONSIN — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Trempealeau	B5		24.0	.0155	6.7	19,348	.0128	3,292	2,056	945	2,179	323		23,526	.0107	980	3,511	.0123	79
Vernon	C7		28.1	.0181	8.1	19,792	.0131	5,117	1,559	696	2,656	542		25,155	.0114	895	3,106	.0133	73
Vilas	D3		9.5	.0062	2.8	11,304	.0075	3,294	782	154	1,102	63		16,332	.0074	1,719	5,833	.0072	116
Walworth	E8		43.0	.0277	13.1	50,476	.0334	10,748	1,995	1,749	9,302	1,331		66,565	.0302	1,548	5,081	.0307	111
Washburn	B3		11.7	.0076	3.4	10,293	.0068	2,975	417	129	1,537	368		12,800	.0058	1,094	3,765	.0065	88
Washington	F7		35.0	.0226	9.9	34,458	.0228	7,167	2,879	1,859	4,780	546		51,204	.0232	1,463	5,172	.0230	102
West Bend			7.0	.0045	1.9	12,236	.0081	2,459	857	853	2,400	243	343	11,432	.0052	1,633	6,017	.0059	131
Waukesha	F7		90.1	.0581	25.1	74,780	.0494	19,955	2,847	2,440	12,589	1,853		136,983	.0622	1,520	5,457	.0575	99
Waukesha			22.3	.0144	6.2	30,904	.0204	8,047	2,234	1,230	7,557	886	5,835	40,234	.0183	1,804	6,489	.0181	126
Waupaca	E5		35.6	.0230	10.4	39,431	.0261	7,094	2,746	1,401	7,287	771		42,468	.0192	1,193	4,083	.0220	96
Waushara	D6		14.0	.0090	4.3	11,820	.0078	1,822	1,613	314	2,159	155		13,516	.0062	965	3,143	.0072	80
Winnebago	E6		93.4	.0603	27.2	97,381	.0644	24,837	7,186	4,668	18,660	2,298		137,934	.0626	1,477	5,071	.0627	104
Oshkosh			42.0	.0271	12.8	62,722	.0415	13,920	5,834	3,261	14,851	1,397	24,996	60,240	.0273	1,434	4,706	.0315	116
Neenah-Menasha			*25.5*	*.0165*	*7.5*	*24,182*	*.0160*	*7,698*	*1,175*	*1,560*	*3,125*	*780*	*5,840*	*44,380*	*.0201*	*1,740*	*5,917*	*.0181*	*110*
Neenah			12.8	.0083	3.9	15,345	.0101	4,696	876	1,109	1,811	461	3,675	23,639	.0107	1,847	6,061	.0100	120
Menasha			12.7	.0082	3.6	8,837	.0059	3,002	299	171	1,314	319	2,165	20,741	.0094	1,633	5,761	.0081	99
Wood	D5		52.0	.0336	14.2	51,420	.0340	11,695	5,220	1,414	9,732	998		65,016	.0295	1,250	4,579	.0317	94
Marshfield			12.8	.0083	3.6	20,912	.0138	3,828	2,905	682	4,769	508	*	17,459	.0079	1,364	4,850	.0097	117
Wisconsin Rapids			13.9	.0089	4.1	20,389	.0135	4,824	2,180	444	4,297	293	4,357	22,109	.0101	1,591	5,392	.0109	122
Total Above Cities			1,679.2	1.0839	498.8	2,317,170	1.5322	530,458	328,220	119,018	427,947	63,755	1,194,430	2,837,302	1.2873	1,690	5,688	1.3192	122
State Total			3,505.6	2.2627	1,004.9	3,600,738	2.3809	799,817	407,317	153,037	625,777	87,506		5,035,637	2.2847	1,436	5,011	2.3091	102
Per Capita Sales						1,027		228	116	44	179	25							
Per Family Sales						3,583		796	405	154	623	87							

WISCONSIN — SM Standard Metropolitan County Areas

Duluth (Minn.)-Superior (Wis.)		42	255.2	.1647	77.5	257,142	.1700	67,100	29,598	11,973	50,394	6,565		325,747	.1478	1,276	4,203	.1579	96
Green Bay		55	101.1	.0652	27.3	105,420	.0697	21,691	14,490	6,556	16,984	2,749		150,807	.0684	1,492	5,524	.0681	104
Kenosha		70	77.7	.0501	23.1	81,492	.0538	21,481	5,077	3,513	14,256	2,082		114,749	.0520	1,477	4,967	.0522	104
La Crosse		173	69.5	.0449	19.8	76,781	.0508	18,428	10,238	3,818	11,745	1,626		101,677	.0461	1,463	5,135	.0473	105
Madison		84	175.9	.1136	48.7	183,144	.1211	36,180	20,280	7,421	28,710	6,818		284,826	.1292	1,619	5,849	.1237	109
Milwaukee		88	887.5	.5729	259.4	1,054,248	.6971	243,618	174,291	51,816	184,000	28,285		1,639,000	.7437	1,847	6,318	.6956	121
Racine		111	112.5	.0726	32.9	131,868	.0872	33,176	8,947	7,426	22,560	3,683		180,609	.0820	1,605	5,490	.0817	113

WYOMING — Counties and Cities —

(Other Mountain States: Arizona, p. 194; Colorado, p. 221, Idaho, p. 263; Montana, p. 394; Nevada, p. 404; New Mexico, p. 420; Utah, p. 578.)

City	County	Pop. (in thous.)	Number of Outlets F	GM	FHR	A	D
Casper	Natrona	24.9	50	5	26	34	6
Cheyenne	Laramie	33.6	64	6	20	30	9
Cody	Park	4.0	13	2	8	12	2
Laramie	Albany	16.3	27	4	8	18	5
Rawlins	Carbon	7.7	10	3	8	16	4
Rock Springs	Sweetwater	11.1	33	8	7	18	5
Sheridan	Sheridan	11.6	39	7	15	23	7

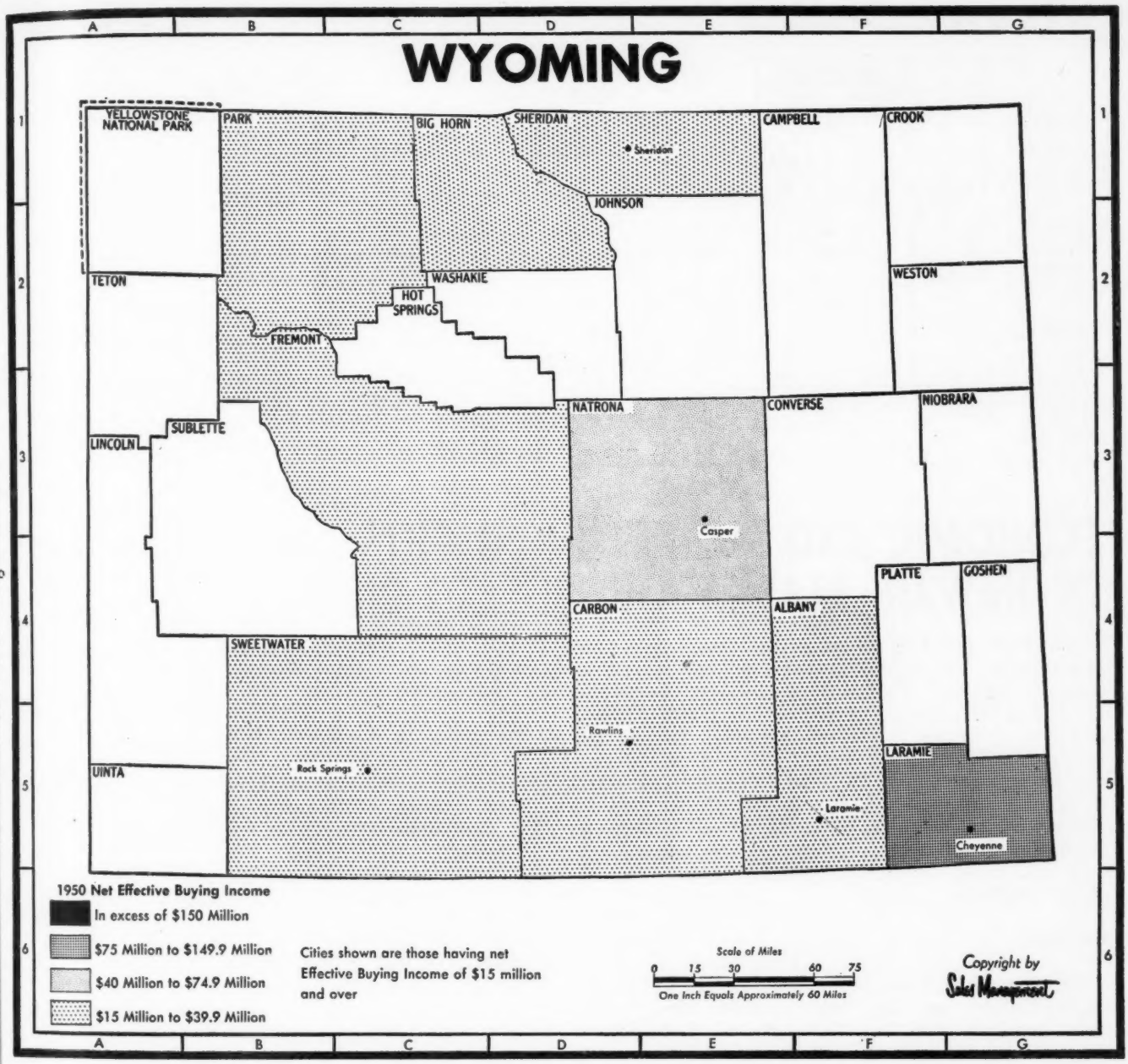
Albany	E4		20.0	.0129	5.7	21,384	.0141	4,987	1,331	893	5,301	474		27,739	.0126	1,387	4,866	.0130	101
Laramie			16.3	.0105	4.6	19,953	.0132	4,741	1,331	893	5,301	474	*	24,889	.0113	1,527	5,411	.0117	111
Big Horn	C1		13.5	.0087	3.7	12,017	.0080	2,519	710	618	2,196	495		17,455	.0079	1,293	4,718	.0080	92
Campbell	E1		4.8	.0031	1.6	6,720	.0044	1,229	365	262	1,184	219		5,159	.0023	1,075	3,224	.0031	109
Carbon	D4		16.1	.0104	4.9	17,828	.0118	3,531	2,252	913	3,280	567		25,340	.0115	1,574	5,171	.0114	110
Rawlins			7.7	.0050	2.3	12,916	.0085	2,067	1,639	811	2,758	352	2,307	16,554	.0075	2,150	7,197	.0073	146
Converse	E3		6.0	.0039	1.8	7,469	.0050	1,538	366	171	1,578	204		8,976	.0041	1,496	4,987	.0043	110
Crook	F1		4.7	.0030	1.5	4,088	.0027	876	130	67	290	94		4,248	.0019	904	2,832	.0024	86
Fremont	B2		20.2	.0131	5.7	20,879	.0138	4,437	1,718	909	4,277	690		22,986	.0105	1,137	4,029	.0120	92
Goshen	G4		12.9	.0083	3.7	14,686	.0097	2,653	1,073	288	3,421	346		15,273	.0069	1,184	4,128	.0080	96
Hot Springs	C2		5.4	.0035	1.7	6,761	.0044	1,739	386	353	1,350	322		7,403	.0033	1,371	4,355	.0037	108
Johnson	D2		4.9	.0031	1.5	5,541	.0037	1,258	501	258	880	111		6,948	.0032	1,418	4,632	.0033	116
Laramie	F5		50.2	.0324	13.7	55,518	.0367	11,304	4,241	2,525	14,490	1,528		96,981	.0440	1,932	7,079	.0395	122
Cheyenne			33.6	.0217	10.5	51,087	.0338	10,150	4,241	2,409	13,650	1,385	*	70,153	.0318	2,088	6,681	.0304	140
Lincoln	A3		9.0	.0058	2.5	9,436	.0063	2,138	976	392	2,438	309		13,742	.0062	1,527	5,497	.0062	107

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 33

Table of Contents on pages 1, 3 and 5



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

WYOMING — (Continued)

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Natrona	D3	.....	33.0	.0213	10.6	50,172	.0331	7,563	6,549	2,768	13,442	1,346	.....	63,225	.0287	1,916	5,965	.0285	134
Casper	.....	.....	24.9	.0161	8.2	47,603	.0315	7,189	4,678	2,766	12,694	1,140	35,260	48,877	.0222	1,963	5,961	.0238	148
Niobrara	F3	.....	4.6	.0030	1.4	6,795	.0045	1,009	307	50	1,423	149	.....	6,664	.0030	1,449	4,760	.0035	117
Park	B1	.....	16.0	.0103	4.8	22,508	.0149	4,921	893	929	5,942	648	.....	23,183	.0106	1,449	4,830	.0118	115
Cody	.....	.....	4.0	.0025	1.3	12,663	.0084	2,993	357	559	4,385	228	*	7,103	.0032	1,776	5,464	.0048	184
Platte	F4	.....	8.0	.0052	2.5	9,763	.0065	2,112	903	396	2,397	407	.....	11,096	.0050	1,387	4,438	.0055	106
Sheridan	D1	.....	20.1	.0130	6.3	26,931	.0178	6,163	2,265	1,708	5,056	801	.....	30,691	.0139	1,527	4,872	.0149	115
Sheridan	.....	.....	11.6	.0075	4.0	23,803	.0157	4,886	1,747	1,708	5,056	801	5,181	19,696	.0090	1,698	4,924	.0107	143
Sublette	B3	.....	2.6	.0017	.8	2,383	.0015	372	383	.....	310	160	.....	3,687	.0017	1,418	4,609	.0016	94
Sweetwater	B4	.....	22.5	.0145	6.4	28,221	.0187	5,462	4,686	975	6,792	830	.....	41,713	.0189	1,854	6,518	.0180	124
Rock Springs	.....	.....	11.1	.0072	3.4	21,889	.0145	4,025	3,149	652	6,630	592	*	21,622	.0098	1,948	6,359	.0107	149
Teton	A2	.....	2.6	.0017	.9	4,246	.0028	797	190	120	1,060	51	.....	3,645	.0017	1,402	4,050	.0020	118
Uinta	A5	.....	7.3	.0047	1.9	9,232	.0061	1,771	518	716	2,192	220	.....	9,212	.0042	1,262	4,848	.0049	104

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 15.

WYOMING — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Washakie	C2		7.6	.0049	2.1	10,471	.0069	2,042	386	464	2,107	278		10,655	.0048	1,402	5,074	.0055	112
Weston	F2		7.1	.0046	2.1	6,542	.0044	1,430	307	70	2,042	308		9,847	.0045	1,387	4,689	.0045	98
Yellowstone National Park (Part)	A1		.4	.0002	.1	2,565	.0017	45	564					636	.0002	1,590	6,360	.0007	398
Total Above Cities			109.2	.0705	34.3	189,914	.1256	36,051	17,142	9,828	50,474	4,972	42,748	208,894	.0948	1,913	6,090	.0992	141
State Total			299.5	.1933	87.9	362,156	.2395	71,896	31,998	15,841	83,358	10,557		466,484	.2116	1,558	5,307	.2163	112
Per Capita						1,209		240	107	53	278	35							
Per Family						4,120		818	364	180	948	120							

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Before using these figures, see explanation page 15.

ECONOMIC AND MARKET HIGHLIGHTS OF HAWAII, ALASKA AND PUERTO RICO

Our territorial possessions—Alaska, Puerto Rico and Hawaii—have one important marketing characteristic in common; they are all almostly completely dependent on the United States for the supply of commodities entering into their retail trade. In this respect they represent favored markets for United States manufacturers seeking overseas markets without running into customs barriers. However, in all other respects, the marketing characteristics of each territory are uniquely different from each other, and from the mainland. Americans interested in new markets here must understand the problems that are peculiar to each of the territories.

HAWAII

The Hawaiian Islands are situated about midway between America and Asia, with Honolulu about 2,400 miles from San Francisco. This enormous distance from the mainland has nowadays been narrowed by regular airline traffic, but this fact still is a dominant market characteristic of the territory. Thus, the relatively high freight cost on mainland goods gives rise to a high price and wage structure. Indeed, it will be noted that Hawaiian per family income and per family sales ratios rank favorably with those of the mainland.

Another explanation for the high per-family income and sales ratios is to be found in the extremely high ratio of persons-per-family. Non-Caucasians, making up about five-sixths of the total population, have an average family size of about five persons. The climate is extremely mild, with a temperature ranging between 58 and 74 degrees in the winter and between 64 and 80 degrees in the summer.

The climate and the Oriental origin of the bulk of the population encourage a native mode of dress running to straw slippers and light-weight cotton garments, and a diet which emphasizes fish and marine products and vegetables. The Japanese, who are the largest single ethnic group (about 185,000), constitute a large market, for example, for the sale in grocery stores and super markets of a wide range of specialized canned goods and vegetables, fishcakes, beancakes (Topu), etc. . . .

The Hawaiian economy is predominantly agricultural, with intensive cultivation possible because of the excellent water supply and climate. In addition to the rapidly fluctuating civilian payroll of the armed forces (about



Blanketing a Major Part of the
$1,500,000,000, Hawaiian Market

THE HILO, HAWAII (T.H.)
TRIBUNE-HERALD

79.5% Home Coverage*

*As shown in the 1951-1952 Media Survey. For copies write or wire: O'Mara & Ormsbee, N.Y.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

HAWAII*

COUNTIES CITIES	Map Code	Met. Area	POPULATION SM ESTIMATES 1/1/52 Total (thousands)	% of U.S.A.	Families (thousands)	RETAIL SALES — 1951 SM ESTIMATES Dollars (add 000)	% of U.S.A.	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	MERCHANT WHOLESALER SALES 1951 SM Estimates (add 000)	EFFECTIVE BUYING INCOME SM ESTIMATES — 1951 Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Family	Buying Power Quota	Quality Index
Honolulu			316.3	.2042	86.3	331,800	.2194	107,690	40,122	17,496	48,450	11,346		505,105	.2272	1,597	5,853	.2213	108
Honolulu			228.5	.1475	61.9	290,325	.1920	87,121	36,583	16,416	42,636	10,490	230,622	415,074	.1883	1,816	6,706	.1812	123
Hawaii			66.3	.0428	17.6	48,151	.0318	16,837	8,641	2,884	11,092	1,150		59,546	.0270	898	3,383	.0316	74
Hilo			26.5	.0171	6.3	31,244	.0207	8,814	3,242	2,266	10,904	805	27,360	28,501	.0129	1,076	4,524	.0161	94
Maui			47.3	.0305	12.4	33,794	.0223	12,880	8,361	1,560	5,268	690		39,672	.0180	839	3,199	.0218	71
Kalawoa			.4	.0003	.1														
Kaui			30.1	.0194	8.1	21,186	.0141	6,215	6,912	927	4,512	64		28,842	.0131	958	3,561	.0147	76
Total Above Cities			255.0	.1646	68.2	321,569	.2127	95,935	39,825	18,682	53,540	11,295	257,982	443,575	.2012	1,740	6,504	.1973	120
Territory Total			460.4	.2972	124.5	434,931	.2876	143,622	64,038	22,867	69,322	13,250		633,165	.2873	1,375	5,086	.2894	97

* Excluding military population

$80 million in 1951), the largest industries are sugar production (valued at $130 million in 1951), pineapple production ($100 million in 1951), and tourism, valued at about $40 million in 1951. With the help of the airlines the last is the most rapidly growing industry; 65,000 vacationers visited the islands in 1951, as compared with 25,000 in 1940. The result is a continuing construction boom, particularly in the Waikiki district of Honolulu, with a rapid increase in hotel and other tourist facilities.

Population, which boomed tremendously during the war, is now declining somewhat, reflecting some outmigration in excess of the extremely high birth rate. Economic activity in 1951, however, reached record levels with respect to both sales and income. Recovery from the disastrous shipping strike of 1949 was complete, and unemployment was reduced to trivial proportions. The income of Hawaii is now greater than that of five of the United States, thereby underlining the Hawaiian bid for statehood. Indeed, the sheer dollar magnitude of Hawaiian trade justifies the growing practice of considering Hawaii as part of our domestic market, to be serviced from a district headquarters on the Pacific Coast rather than the Export Department.

ALASKA

The magnitude of Alaskan expansion during tne war and post-war years has turned out to exceed the expectations of even the most ardent of the local Alaskan boosters. Recently released Census of Population reports have established that the population gain since 1940 is over 75%, far greater than that of any other state or U. S. territory.

A large proportion of this population gain is accounted for by the return of veterans and wartime workers, plus men attracted by high wages offered in the continued construction of defense facilities. However, in relation to Alaska's vast geographical spread (about one-fifth of the size of the U. S.), this huge percentage gain in population merely brings its population density up to 20 persons per 100 square miles, as against an average for the U. S. of about 5,000 persons per 100 square miles.

Active military operations and defense construction of great magnitude continue to maintain income and sales in Alaska at extraordinarily high levels. For example, at the peak of the 1951 construction season, the Alaskan office of the U. S. Army Corps of Engineers announced that $250 million worth of military construction was in the territory under contract. The prospectus for 1952 and 1953 lists an additional $170 million worth of construction, most of it concentrated in the Anchorage, Fairbanks, Kodiak and Big Delta areas.

Per capita income and per capita sales levels are far greater than those of the United States, in part because of high transport charges on imports. Freight rates to Alaska are particularly high because of the lack of southbound cargo during the greater part of the year. Yet Alaska has a favorable balance of trade with the United States in that its exports consistently exceed the value of its imports.

The character of Alaskan retail trade can be best indicated by the following comparison with the U. S. based on the 1948 Census of Business.

Type of Outlet	Percentage of Total Retail Trade Alaska	U.S.
Total	100.0%	100.0%
Food	19.5	23.7
Eating and Drinking	15.8	8.2
General Merchandise and General Stores	21.8	13.1
Apparel	6.4	7.5
Furniture-Home Furnishings and Appliances	3.0	5.3
Automotive	7.4	15.4
Gasoline	1.4	5.0
Lumber-Building-Hardware	7.0	8.5
Drug and Proprietary Stores	4.1	3.1
All other	13.6	10.2

As can be expected from the high proportion of unmarried males in the Alaskan labor force, receipts of eating and drinking places in comparison with U. S. standards are of far more relative importance than sales of food store outlets. The greater emphasis on general merchandise in Alaska reflects the importance of general stores and trading posts which handle the entire range of retail commodities. The smaller emphasis on hard goods is also easily understandable. A large proportion of Alaskan dwelling units are of an institutional character—hotels, boarding houses, labor construction camps, barracks, etc., which accounts for the small percentage of sales of home furnishings and appliances. In general, too, Alaska would be a far greater consumer of hard goods if it were not for the problem of maintenance of service for such items as cars, stoves, washing machines, etc. Manufacturers who are willing to consider the special

PRINCIPAL CITIES OF PUERTO RICO AND ALASKA

	Population Jan. 1, 1952 (Thousands)	Families Jan. 1, 1952 (Thousands)	Retail Sales 1951 (Mil. $)	Mean Temperature (Degrees Fahrenheit) January	July
Puerto Rico					
San Juan	227.0	55.0	122.0	75	80
Rio Piedras	145.0	30.0	81.3	73	79
Ponce	127.5	25.5	42.6	75	81
Mayaguez	89.0	18.5	23.6	75	79
Arecibo	76.0	15.5	18.3	74	80
Caguas	62.5	12.5	15.3	72	80
Alaska					
Anchorage	13.0	3.7	36.5	11	57
Fairbanks	8.0	2.5	29.0	—12	60
Juneau	7.0	2.3	11.0	28	57
Ketchikan	6.0	2.1	10.4	33	58

problems of Alaskan consumption and can furnish such hard goods geared to the climate and requiring little servicing can easily dominate the Alaskan market, for the price of a product is of relatively little importance here.

It must be noted, however, that at present a large part of Alaskan sales are handled through a small number of Seattle wholesalers and also through direct mail orders. Since income levels and savings are very high, Alaskans are good prospects for consumer goods of sufficient value to bear the cost of transport.

Population, 1950, of other American Territories

	(Thousands)
Guam	59.5
Canal Zone	52.8
Virgin Islands	26.7
American Samoa	18.9

Marketing men should rid themselves of the widespread notion that Alaska is a vast frozen waste offering only the most rigorous of living conditions. The average January temperature in Anchorage, Alaska's largest city, is 11 degrees above zero. Except for Fairbanks, almost all other towns have even milder winters. Tourists going to Southeastern Alaska require the same type of clothing worn in New York or Seattle.

Most economic activity in Alaska is heavily seasonal, i.e., being almost wholly confined to the months of April through October. But this is due to the nature of its principal industries rather than to climatological factors. Thus, Alaska derives over $135 million in annual proceeds from its extensive fish canning and processing industry, in which salmon canning is most important. Since the other major industries—farming and mining—are also highly seasonal, Alaska's labor requirements reach a very marked peak in the summer months. A small proportion of its labor force is in fact made up of single transients, many of whom may not even be included in the population total, and who return to the United States periodically. The high proportion of single men (some are brought up in connection with short-term construction projects) accounts for the very small average size of family in Alaska. Aside from the native Eskimos and Indians (about one quarter of the population), the proportion of women to men remains low, but is increasing steadily, with the development of "family" life and the rise in the number of permanent residents.

PUERTO RICO

In contrast to Alaska, Puerto Rico, with 65,000 inhabitants per 100 square miles, is one of the most densely populated rural areas of the world. This population density makes the Puerto Rican market quite attractive in terms of *quantity*, but far less so with regard to *quality*. Indeed, its rapidly growing population represents Puerto Rico's most important economic problem, for the Island's industrial and natural resources are not sufficient to support a standard of living comparable to that of the mainland.

Our beneficial influence on the Island is discernible in many ways, particularly in progress made in education and public health. Literacy has increased from 23% in 1900 to 76% in 1950, surpassing standards set for almost all of Latin America. (Note that 25% of all Puerto Ricans speak English.) Similarly, the death rate has been reduced from 31 per thousand in 1900 to about 10 per thousand today, equal to that of the United States. But since the birth rate (41 per thousand) still ranks among the world's highest, the rate of national increase is particularly rapid, offset only in part by a heavy annual emigration to the United States which exceeded 40,000 in 1951.

Puerto Rico's lack of industrial self-sufficiency makes the Island a favored market for the entire range of American goods, from food to automobiles. However, a disproportionate share of the Island's imports go for food, which makes up 34% of the retail trade total. Imports of food products alone amounted to over $100 million in 1951.

The great weight given to food in Puerto Rico is related to its low per capita income of $313, which is less than half of Mississippi's, our lowest-income state, though far higher than most of its Caribbean neighbors.

Puerto Rico's purchases from the U. S. reached record

Economic and Market Highlights for Alaska and Puerto Rico, 1951

	Alaska	Puerto Rico
Population, January 1, 1952 (th.)	132.0	2270.0
% of U.S.A.	.0852	1.4652
Families, January 1, 1952 (th.)	47.0	475.0
Retail Sales (mil. $)	114.0	370.0
% of U.S.A.	.0952	.2447
Food Sales (mil. $)	21.0	130.0
General Merchandise Sales (mil. $)	22.5	11.5
Home Furnishings and Appliances (mil. $)	7.4	20.5
Automotive Sales (mil. $)	11.0	75.0
Drug Sales (mil. $)	4.4	14.0
Net Effective Buying Income (mil. $)	185.0	710.0
% of U.S.A.	.0839	.3221
Per Capita Income	1402	313
Per Family Income	3936	1495
% of U.S.A. Potential	.0876	.5275
Quality of Market Index	103	36

proportions last year, with a 26% gain in the fiscal year 1950-51 over the preceding year. Sales of food rose about 10%, motor vehicles by 66%, fertilizer tonnage by 41%, leather footwear by 14% and cigarettes by 10%.

The building boom in Puerto Rico also hit an all-time high, with a 51% gain in the purchase of building materials from the U. S. Building permits valued at nearly $100 million were granted during 1950-51, an increase of $62 million over the preceding year, reflecting a large scale slum-clearance and residential construction program.

The Government drive to attract new industries and lessen its dependence on sugar production is beginning to show results. Puerto Rico offers American manufacturers a ready supply of Government trained workers with a unique exemption from tax payments to either Puerto Rico *or* the United States for a period of 12 years. Manufacturers of textiles, shoes, cigars and alcohol products, under the guidance of the Puerto Rico Industrial Development Board, have already found extremely attractive plant sites. In addition, in 1951, the Board granted over $1 million in loans to private enterprises, with consideration of another $3 million pending.

INDEX TO COUNTY AND CITY DATA

(Arranged alphabetically by states, territories and Canadian provinces)

EXPLANATION OF CERTAIN COLUMNS

1. U.S.A. cities included (indented under county names) are those which had retail sales of more than $10,000,000 in 1948.
2. The first column following all county names is the map locating code.
3. Numbers following certain county names (appearing in the second column, following the map code) refer to the Metropolitan County Area of which the county is a part. See pages commencing 168 for alphabetical list of these areas and their code numbers.
4. The estimate for families is synonymous with "private households."

States	County & City
Alabama	188
Arizona	194
Arkansas	196
California	200
Colorado	221
Connecticut	225
Delaware	236
District of Columbia	236
Florida	238
Georgia	252
Idaho	263
Illinois	266
Indiana	283
Iowa	294
Kansas	306
Kentucky	314
Louisiana	322
Maine	328
Maryland	333
Massachusetts	336
Michigan	358
Minnesota	370
Mississippi	379
Missouri	381
Montana	394
Nebraska	397
Nevada	404
New Hampshire	406
New Jersey	408
New Mexico	420
New York	422
North Carolina	448
North Dakota	464
Ohio	466
Oklahoma	486
Oregon	496
Pennsylvania	501
Rhode Island	522
South Carolina	527
South Dakota	532
Tennessee	537
Texas	546
Utah	578
Vermont	581
Virginia	585
Washington	593
West Virginia	600
Wisconsin	607
Wyoming	616

TERRITORIES

Hawaii	618
Alaska	619
Puerto Rico	620

DOMINION OF CANADA

Alberta	654
British Columbia	655
Manitoba	652
New Brunswick	635
Nova Scotia	633
Ontario	644
Prince Edward Island	633
Quebec	636
Saskatchewan	654

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The Canadian Market

Population, Retail Sales, Net Effective Buying Income for Provinces, Counties and Cities

The continued world-wide demand for raw materials in 1951 again focused international attention on Canada's vast holdings of natural resources. Canadian production and exports of vital metals, minerals, plus farm and forest products again set new records in 1951.

American interest in the Canadian industrial boom is indicated by an investment rate of one billion dollars per year; over the past two years over $8 billion has been invested by Americans since 1941. While oil has received most emphasis since the discovery of the Leduc field in 1947, American interest also extends to iron ore, newsprint, aluminum, lumber, cobalt, lead, zinc, copper, etc. . . .

The influx of American money in 1951 was accompanied by a gain of 23% in Canadian imports of American goods—coal, steel, cotton and manufactured goods of all types, thus attesting to the richness of the Canadian market for American exports. One notable event symbolizing Canada's coming of age was the freeing of the Canadian dollar in 1951 which had been officially pegged at $.90 in U. S. currency. The result was a rapid appreciation; the Canadian dollar today commands a slight premium over the American dollar.

Trade and Industry in 1951

The traditional close correlation of Canadian economic activity with that of the United States continued in 1951, with somewhat larger gains characterizing almost all sectors of the Canadian economy. Here is a comparison of Canada's gains in 1951 over 1950, as compared with those of the U. S.:

	% gain, 1951 over 1950	
	Canada	U.S.
Industrial production	+ 8%	+10%
Wage and salary payments	+17	+15
Disposable income		
Cost of living	+12	+ 7
Wholesale prices	+ 9	+ 5
Retail sales	+12	+ 5
Food sales	+15	+11
General mdse. sales	+ 8	+ 4
Furniture-radio-appliances	— 1	— 5
Automotive sales	+24	— 6
Drug Sales	+13	+ 6

It will be noted that price gains were somewhat higher in Canada than in the U.S.; this is mainly a reflection of the fact that Canadian retail buying was far stronger, and the heavier demand was accompanied by some inflationary tendencies. On the whole, however, the popular theory that Canada lags behind the U.S. economy by six months has not been disproved. It will be interesting to note whether Canadian retail trade in 1952 will taper off, as was the case in the U.S. last year.

That American marketing men are becoming increasingly interested in Canada can be judged from the growing number of inquiries on Canada received by our Research Department. We have, therefore, taken great pains to make our special Canadian Section as useful as possible to our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant), and to our Canadian subscribers who wish to apply the same yardsticks of market measurement which SALES MANAGEMENT has developed for the States since 1929.

The same methods and techniques which have made it possible to measure changes in U.S.A. Potential, Retail Sales, and Income with a degree of accuracy exceeding 95% have been applied to Canada by the magazine's Research Department, the staffs of Market Statistics, Inc., and International Business Machines Corporation.

This year the number of officials and economists who have cooperated with us in connection with the Canadian Survey of Buying Power include: Mr. Walter J. Palmer and Mr. J. C. Brearley of the Merchandising and Services Section of the Dominion Bureau of Statistics, Mr. A. Cohen, Chief of the General Manufactures Section, and Mr. S. A. Goldberg, Director of the Research and Development Division of the Dominion Bureau of Statistics. The cooperation extended to us entailed consultation as to the reasonability of data on provinces previously published in the Survey, discussions of probable changes in 1951 over 1950 and of the regional distribution of such changes.

The New Census Data

The population and family data shown here for provinces, counties and cities are based on preliminary totals as enumerated in the 1951 Canadian Census of Population, and projected to the close of the year. While no data on number of families have been released as yet, our family estimates are based on estimates of persons-per-family ratios applied to the new population data, and are believed to be quite accurate.

POPULATION ESTIMATES

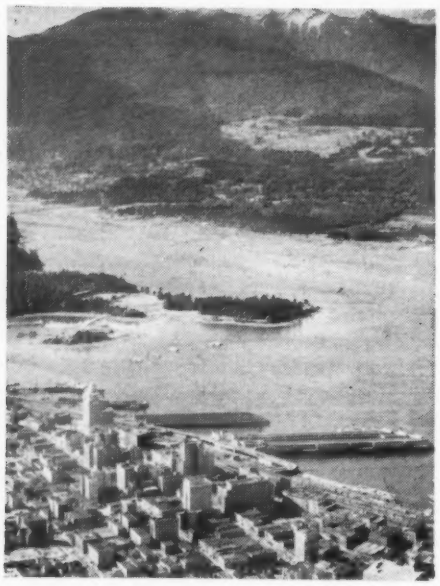
Our estimates of "families" for Canada follows the United States Census Bureau definition of the family as a "private household." It thus includes all the persons who occupy a house,

WHAT CANADIAN FAMILIES BUY AT RETAIL

Total Purchases and by Store Types on a Per Family Basis

Province	Total Retail	Food	General Merchandise	Furn.-House.-Radio	Automotive	Drug
Prince Edward Island	$1745	$283	$310	$19	$200	$45
Nova Scotia	2595	552	520	67	355	54
New Brunswick	1993	410	451	58	265	60
Quebec	2605	759	361	86	353	51
Ontario	3037	647	398	101	486	73
Manitoba	3155	436	851	36	644	67
Saskatchewan	2621	335	634	27	408	48
Alberta	2938	411	512	73	457	51
British Columbia	2987	557	443	65	647	57
Newfoundland	1586	459	371	56	152	45
Dominion Average	2809	598	449	78	451	61

this is VANCOUVER



in British Columbia over half the population live in the Vancouver Market

. . . Vancouver reflects in bank clearings — payrolls and purchases of every kind, the tremendous impact of a billion dollar production from B.C.'s four basic industries and another billion dollars NOW being spent in industrial development.

CKWX Coverage in B.C. Day and Night exceeds

Station "B" (5KW) by 6.7%xx
Station "C" (5KW) by 23.1%xx
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xx Combined day and night coverage 6-7 days per week. BBM Study No. 4.

MOST PEOPLE

DIAL 980

in BRITISH COLUMBIA

IT'S CKWX

an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters. A person living alone, or a group of unrelated persons sharing the same living accommodations as partners, is counted as a household.

With one exception, the civil units in Canada are the same as those in the U.S.A., the exception being in Manitoba, Saskatchewan, Alberta and British Columbia where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottowa, Ontario.

The cities shown in the *Survey* are those which in the official Dominion Census of 1941 had retail sales volume of $4 million or more. Canada, despite its vast geographic size, has a far more concentrated population than the U.S.A., and this cuts the cost of sales and advertising. Sales organizations which want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U.S.A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order (numerically in the Western Provinces) and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French-speaking, a column is provided under "Population" for the percentage of population (according to the 1941 Census) which is of French origin, i.e., French only, or French and English. Many marketing authorities agree that the two groups should be added together and considered as the segment of the population which can be reached most effectively by use of the French language. Percentage figures are given only for those counties and cities where this combination accounts for 10% or more of the population.

RETAIL SALES

The Dominion Bureau of Statistics has finally completed a rather drastic upward revision of their previously published estimates of the volume of retail sales, a change which had already been embodied in the SALES MANAGEMENT estimates of last year. This upward revision is based on sample surveys indicating the degree of under-coverage of new outlets, although this is a factor which is admittedly difficult to evaluate. Aside from this adjustment, retail sales in 1951 gained over 1950 by about 12%. Canadians geared to the old level of sales will be surprised to learn that they now spend over $10 billion annually.

Through continuing studies of the Dominion Bureau of Statistics on volume and price of merchandise movements, retail sales estimates are available on a provincial basis for total retail sales and also for the five store types, these being food stores, general merchandise stores, drug stores, furniture-household-radio stores, and automotive stores.

SALES MANAGEMENT then breaks these provincial estimates down by counties and cities by methods which are based partly on projections from the 1941 Census and partly on special studies in leading counties and cities.

The groupings of the five store types are those used by the Dominion Bureau of Statistics and are precisely the same as those used by the Bureau of the Census in Washington. Food includes all stores selling food primarily (groceries, meat markets, delicatessens, candy and dairy stores); the Furniture-Household-Radio includes furniture, drapery, curtain and household furniture stores, household appliance dealers, radio and musical instrument stores. Drugs include sales of drug stores only. Automotive sales cover outlets classed as "vehicle dealers," handling used and new cars, plus parts. The retail sales estimates published here can be checked in time against results of the 1951 Canadian Census of Retail Trade.

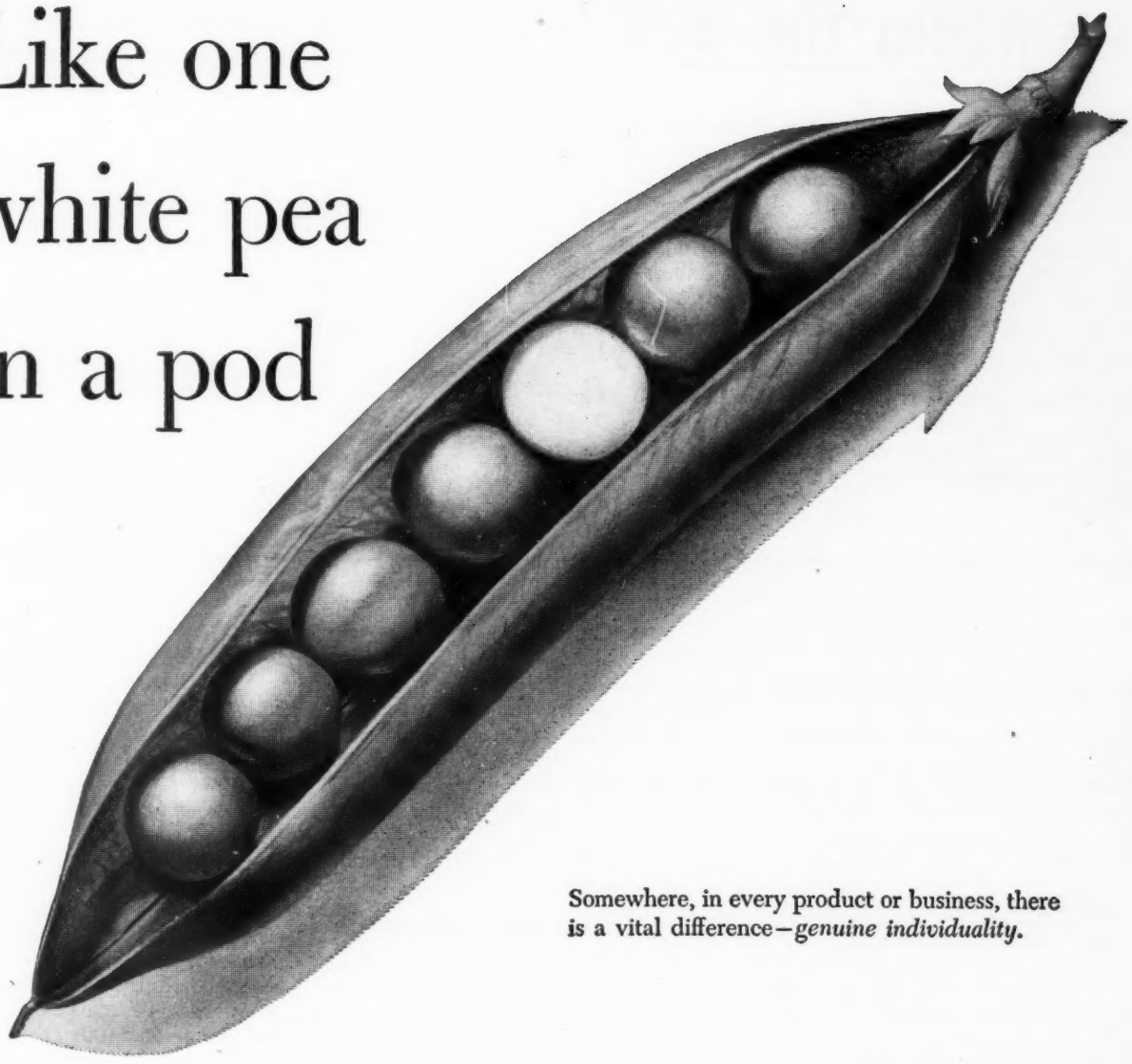
WHOLESALE SALES

There have been no bench marks of Canada wholesale sales by cities since the 1941 official Census, and in the judgment of the SALES MANAGEMENT editors and officials of Market Statistics, Inc., precise estimates of current wholesale sales are impossible. Rather than make estimates which might have a wide margin of error, they have adopted a simple code system which shows at a glance the relative importance of a city in wholesale sales, but does not attempt to show dollars and cents figures.

The code letters under this classification are to be interpreted as follows:

Code Letter	Volume Code (Million $)
A	over 2,500
B	1,000-2,500
C	500-1,500
D	250-500
E	100-250
F	50-100
G	25-50
H	under 25

Like one white pea in a pod



Somewhere, in every product or business, there is a vital difference—*genuine individuality.*

Though on the surface your product and competing ones may be "as like as two peas," yet there is a way to make your product stand out from all the rest.

IN YOUR PRODUCT or in its use, just as in you yourself, there is *genuine individuality.*

This lies, not in any superficial differences that others may match next season, not in any trick presentation, but in the creation of a unique and distinctive personality that belongs to you alone.

Determined, consistent association can fasten this individuality more and more firmly, until it *is* your product.

Then, every unit of your promotional effort—from the package and shipping carton themselves to publication advertising, outdoor, radio, television, film—becomes increasingly effective as it identifies and isolates your product from those of your competition.

In many different fields the J. Walter Thompson Company has assisted clients to achieve this individuality . . . helped make their products stand out like the one white pea in a pod.

J. Walter Thompson Company, Limited

Dominion Square Building Montreal, and
80 Richmond St. W., Toronto

Ringing the Bell

Last year, that up-and-coming French farm monthly La FERME had a greater increase in advertising linage than any other farm publication in Canada. It must be "ringing the bell" for its advertisers!

In January 1945 La FERME's paid circulation was just over 38,000. In January 1952 it was just under 104,000. And 48% of its current paid circulation carries an R.F.D. number. It must be "ringing the bell" with the French farm families of Eastern Canada!

Those French farm families took in close to $600 million in farm income and family allowances last year. They form a rich and varied market which many businesses have scarcely begun to develop . . . because it *is* French and *is* farm.

If you are eyeing that market, La FERME will "ring the bell" for you, too. It will take your message into well over 100,000 French farm homes, every month . . . take it in real farm French, in a real farm publication . . . and enable you to reach and influence effectively and economically a huge market which you ***cannot*** reach and influence through English or urban media. May we tell you more about it?

La FERME

1236 Crescent St., Montreal
UNiversity 6-7321

Expert translation of ads for La FERME, free. Equally expert translation of folders, catalogues, direct mail at reasonable rates.

NET EFFECTIVE BUYING INCOME

The first column under this heading shows in thousands of dollars the net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion Bureau of Statistics provided SALES MANAGEMENT with estimates of personal income (before taxes) for Canada and the provinces (including Newfoundland) for 1950 which were then projected to 1951 and distributed among the various counties and cities according to a formula originally devised in 1929 for estimating income for similar U.S.A. civil divisions.

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per family Income figures, straight arithmetical computations derived by dividing total Net Effective Buying Income by the number of inhabitants and the number of families.

SALES-ADVERTISING CONTROLS

The next to the last column, "Buying Power Quota," is based upon a comparable colmun in the U.S.A. section which is widely used in setting sales quotas and allocating advertising appropriations. Readers will find a detailed explanation of this weighted figure in the section that follows, called "Sample Analysis of Canadian County and City."

The last column, "Quality Market Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the percent of Canada potential by the percent of Canada population. The Dominion is the base, 100. This colmun is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list of above-average counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the percent of Canada potential column shows that they are important also from the standpoint of quantity.

Sample Analysis of Canadian Province, County and City

What the *Survey* can tell you about sales potentials in the province of Manitoba, Division 6, and the city of Winnipeg.

No matter what the end result of a market study may be, there are three major questions which most marketing executives will ask:

(1) How *large* is it?
(2) Is it a *quality* market?
(3) How rapidly is it *growing*?

From this 1952 issue of the *Survey of Buying Power* the analyst can get answers to most questions about size and quality—and from previous *Survey* issues and from Census data the rate of growth can be established.

As a sample of what can be found in these sources about any Canadian market, we analyze the province of Manitoba, Division (synonymous with county) 6, and the city of Winnipeg. Winnipeg is of particular interest today

TIME's circulation lines up with retail sales...

	Canada's Retail Sales (Sales Management 1952 Canadian Survey of Buying Power)	TIME's Circulation (Latest Audit Bureau of Circulations statement—2nd half, 1951)
ONTARIO	38.47%	39.98%
QUEBEC	22.50	20.76
MARITIMES		
Newfoundland	1.17	1.44
Nova Scotia	4.10	3.68
Prince Edward Island	.40	0.42
New Brunswick	2.33	2.37
	8.00	7.91
PRAIRIES		
Manitoba	6.49	6.48
Saskatchewan	5.69	3.93
Alberta	7.77	7.34
	19.95	17.75
BRITISH COLUMBIA	11.08	13.15
OTHER		.45
TOTAL	100%	100%

...across Canada

TIME goes *where* the retail dollars are spent.

And TIME goes to the people who spend the most of these dollars... as buyers of consumer goods, or as buyers of goods for industry.

Here's what you get when you go to market in TIME Canadian:

- 680,000 readers *
- more than 130,000 subscribers and newsstand buyers
- whose average family income is estimated to be double the Canadian national average
- and 9 out of every 10 subscribers have important positions in business, the professions or government.

This mass market of class readers makes TIME the most important selling force in Canada.

**Source: Canadian Advertising Research Foundation Survey of 11 magazines in Canada.*



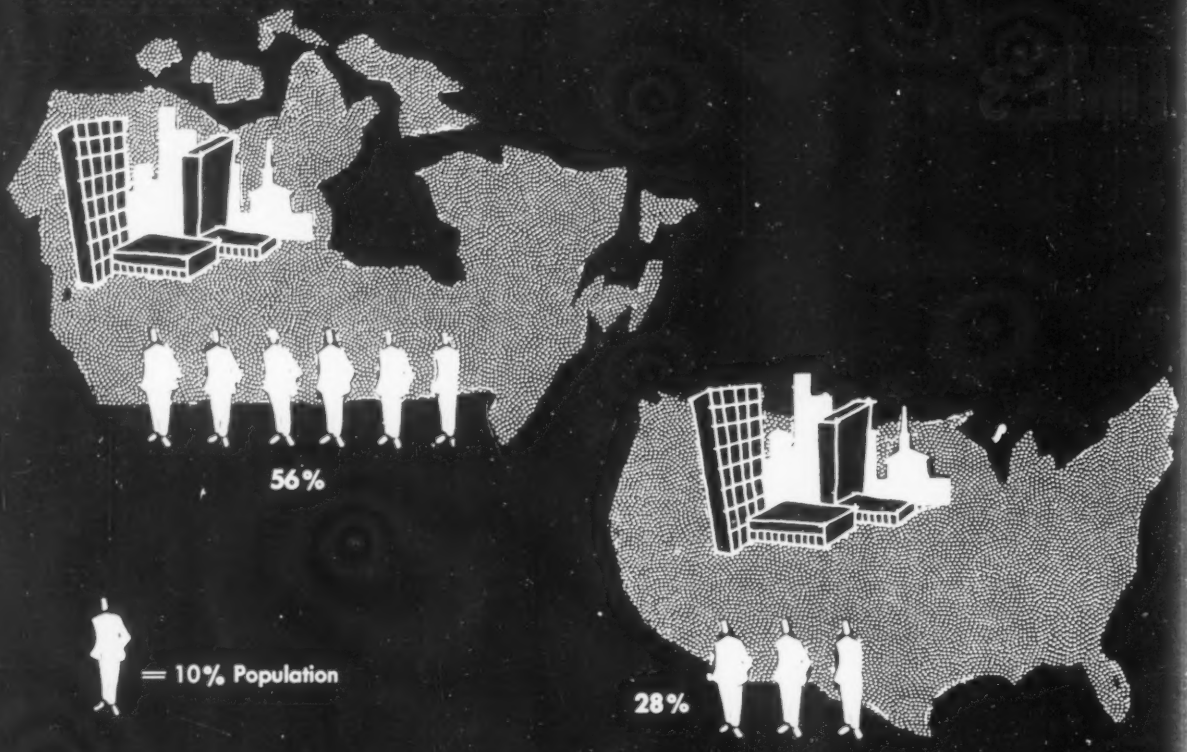
TIME

ADVERTISING OFFICES:
Montreal, 910 Sun Life Building
Toronto, Bank of Nova Scotia Building

POPULATION IS MORE CONCENTRATED IN CANADA

Despite its vast square-mile size, Canada's population is more concentrated in cities than is that of the U.S.A. This lowers the cost of sales and advertising.

Canada's 88 largest cities have 56% of the Dominion population, while the top 88 cities of the U.S.A. are home for only 28% of the population.



FEWER CITIES, GREATER SALES CONCENTRATION

Practically every market center in Canada is strongly independent of other markets, and draws from a wide surrounding area. To achieve the same dollar volume as you have in a U.S.A. territory you deal in Canada with fewer wholesalers, fewer retailers, fewer advertising mediums.

In Canada the 88 largest cities do 70% of the Dominion's retail sales volume. In the U.S.A. the 88 largest cities in retail volume account for only 39% of the total.



PICTOGRAPH BY
Sales Management
5-10-52

Source: SALES MANAGEMENT Research Department


TO INDUSTRIES
WITH AN EYE ON
TOMORROW...
For industries of every size, a big future waits in Manitoba. Business is expanding soundly and rapidly in this central Province, aided by abundant natural resources, growing markets, excellent plant sites and a dependable labor force.
Take a lead from many of Canada's major manufacturers . . . investigate Manitoba's possibilities for the future of your business. Develop your manufacturing plans with the assistance of this Department. Your inquiries for economic and industrial research data will be regarded as confidential.
Write to:
MANITOBA
DEPARTMENT OF INDUSTRY
AND COMMERCE
WINNIPEG, MANITOBA, CANADA
HON. J. S. McDIARMID
Minister
R. E. GROSE
Assistant Deputy Minister

A "Localized" Family of National Advertising

You get two-way coverage when you use the Thomson newspapers. You get intimate, detailed knowledge of each one of our local markets on a national coverage scale. Be sure your choice is the Thomson group where every city is 38% above average in buying power.

A representative will gladly advise you of our plus services any time you wish.

Guelph Daily Mercury
Sarnia Canadian Observer
Welland-Port Colborne Tribune
Moose Jaw Times-Herald
Prince Albert Daily Herald
Port Arthur News-Chronicle
Orillia Packet & Times
Oshawa Times-Gazette

Thomson NEWSPAPERS



Chatham Daily News
Galt Reporter
Kirkland Lake Northern Daily News
Timmins Daily Press
Woodstock Sentinel Review
Quebec Chronicle-Telegraph
Vancouver News-Herald

THE THOMSON COMPANY LIMITED 44 KING ST. WEST, TORONTO, CANADA

A. St. Clair McCabe, Advertising Director

because of the terrific comeback it has staged following a terrible flood. It has been repaired and rebuilt to such an extent that today there are approximately 1,500 manufacturing and processing establishments producing a large variety of commodities. As the geographic center of Canada, it is the focal point of roads, rail and air transportation routes crossing the Dominion, and its wholesale and retail trade is drawn from an area far larger than U.S.A. cities of approximately the same size.

Population

In population, Manitoba, with 775,500 people ranks fifth among Canada's ten provinces, but in retail sales (to be discussed later) it ranks fourth. The province has 5.5136% of the Dominion's population; Division 6 has 2.3427%, and the city of Winnipeg (municipal boundaries only) has 1.6694%.

In many ways Manitoba shares the characteristics of the Great Plains states of the United States. It has 150,000 more people than its next-door neighbor, North Dakota, tops it slightly in retail sales and substantially in Effective Buying Income.

Outside the metropolitan area of Winnipeg the economy is largely agricultural, and in keeping with the trend in the wheat states of the U.S.A., the population increase has not kept pace with the rest of the country. Increased mechanization in farming calls for larger farms and fewer farmers—but with an accompanying great increase in wealth and income for the average farmer. Since 1941 the population of Canada has increased 21.7% (including the addition of Newfoundland, or 19.1% without that new province) while the increase for Manitoba has been 6.1%; for Division 6, 11.5%; and for the city of Winnipeg, 5.9%.

The fact that Division 6 increased in population at a rate almost double that of Winnipeg is indicative of the

MANITOBA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52				RETAIL SALES—1951 SM ESTIMATES							WHOLESALE SALES SM	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES					
								FIVE STORE GROUPS (in thousands of dollars—add 000)											
		Total (thousands)	% of Canada	Families (thousands)	% French Origin	Dollars (add 000)	% of Canada	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Volume Code	Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Division 6	F5	329.5	2.3427	98.4	.....	480,722	4.6110	60,316	173,211	6,643	88,972	10,054	.....	465,582	2.8975	1,413	4,731	3.3005	141
Winnipeg	.....	234.8	1.6694	76.4	.....	448,051	4.2976	50,017	172,444	6,447	80,982	9,268	.....	345,595	2.1509	1,472	4,523	2.6986	163
Manitoba Total	.....	775.5	5.5136	214.4	.....	676,430	6.4882	92,340	182,440	7,741	138,011	14,311	.....	923,569	5.7479	1,191	4,308	5.9233	107
Dominion Total	.....	14,065.4	.....	3,712.0	.....	10,425,527	.....	2,218,035	1,666,355	292,096	1,674,412	224,660	.....	16,067,799	.....	1,142	4,329	.....	100

NADA

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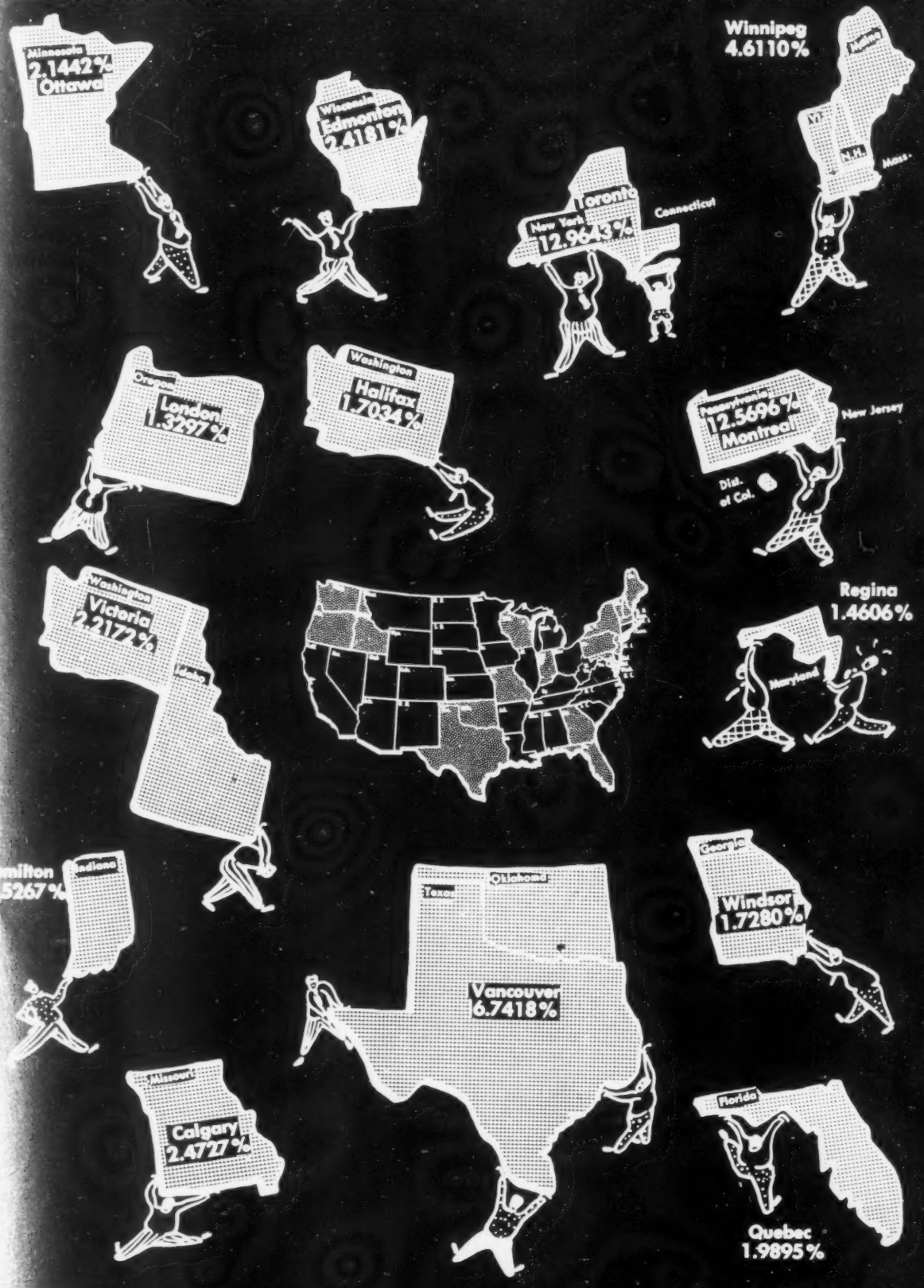
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NAGEMENT.

% Canada Potential	Quality Index
3.3008	141
2.6986	162
5.9233	167
.....	169

EMENT

14 CANADIAN CITIES AND THEIR COUNTERPART U.S.A. STATES

The home county of the following 14 Canadian cities has retail sales as large in proportion to total Dominion sales as the states named have of the U.S.A. total.



Source: SALES MANAGEMENT Research Department

same decentralization which has taken place in U.S.A. cities in recent years. The metropolitan area of Winnipeg, or Greater Winnipeg, as it is commonly called, has a population of 350,000—or about the same as San Diego, Atlanta, Rochester or Louisville.

Retail Sales

Despite the fact that in rate of population growth Manitoba has not kept pace with the rest of the Dominion, the prosperity of its people is shown by its greater-than-average growth in retail sales:

	1941	1951	% gain
	(in millions)		
Canada	3440.9	10425.5	203
Manitoba	210.8	676.4	220
Division 6	147.0	480.7	227
Winnipeg	136.6	448.0	227

These sales, when reduced to a per family basis, show that Manitoba is well above the Dominion average and that it compares favorably with many of the states in the U.S.A., while Division 6 is higher than any but a few U.S.A. counties. Here are per family total retail sales, and by five categories:

	Canada	Manitoba	Division 6
Total Retail Sales	$2808	$3155	$4885
Food Group	598	436	613
General Merchandise	449	851	1801
Furn.-House.-Radio	78	36	69
Automotive	451	644	904
Drug	61	67	102

(Expenditures on a per family basis have not been worked out for the city of Winnipeg because SALES MANAGEMENT believes that such figures are not realistic, since the city serves as a market center for persons living in surrounding communities and on farms.)

Note the extraordinarily high figures for both Manitoba and Division 6 in general merchandise and automotive. They reflect, of course, the drawing power of Winnipeg's big department stores, its importance as a style center and the high per family incomes in the surrounding territory.

The relatively low per family sales throughout Canada in the furniture-household-radio group are not a sign that this is a poor market for such merchandise. In the first place, department and mail order stores are more important in the Canadian economy than in the U.S.A., representing 16% of total sales instead of the 12% south of the border, and they are the most important outlets for furniture-household goods, and all types of electrical appliances. Secondly, Canada is yet to have the television boom which has accounted for approximately 5 billion dollars in retail sales in the U.S.A. since 1948. There are no television stations as yet, and no substantial number of sets outside the viewing areas of Detroit and Buffalo.

In a pictograph in this section, we show the major cities of the Dominion and their counterpart U.S.A. *states*. Division 6, the home county of Winnipeg, has retail sales as large in proportion to total Dominion sales as those of Maine, New Hampshire, Vermont and Massachusetts combined have of the U.S.A. total. American readers, particularly, may be interested in comparing per family sales—Division 6 (Winnipeg) and these states:

	Division 6	Me., N.H., Vt., Mass
Total retail sales	$4,885	$3,576
Food	613	1,014
General Merchandise	1,801	370
Furn.-House.-Radio	69	169
Automotive	904	517
Drug	102	106

The above table proves that on a *quality* basis, the Winnipeg market is superior to most of the New England states, and the entire province of Manitoba is not far behind.

In *size*, retail sales of Manitoba—$676,430,000—are slightly higher than its near neighbor, North Dakota, with $661,751,000, and not far below South Dakota with $693,035,000. The Manitoba total is also higher than Montana's $632,385,000 and Idaho's $638,161,000.

When stacked against Canada's other major cities, Winnipeg's per family retail sales are outstanding.

Here on a per family basis are total retail sales for the *counties* containing Canada's major cities:

	Per Family Retail Sales
Winnipeg	$4,885
Quebec	4,012
Montreal	3,902
Toronto	3,758
Ottawa	3,488
Hamilton	3,256
Vancouver	3,153

Winnipeg is one of the relatively few *large* cities on the North American continent where retail sales exceed Net Effective Buying Income—a tribute to its ability to attract retail purchasers from contiguous areas.

	Total Retail Sales (thous. of $)	Net Effective Buying Income (thous. of $)	Ratio, Sales to Income
Canada	10,425,527	16,067,799	65
Manitoba	676,430	923,569	73
Division 6	480,722	465,562	104
Winnipeg	448,051	345,595	129

The outstandingly high total for Winnipeg is a further indication of the drawing power of its stores. The people in and around Winnipeg are prosperous, but its stores get patronage—both in person and through the mails—from residents of the entire province and parts of western Ontario and eastern Saskatchewan.

Net Effective Buying Income

Manitoba's average income per family of $4,308 is roughly the same as the all-province average of $4,329, while the Division 6 average of $4,731 per family is almost 10% better than the national average.

The average per family income in Winnipeg of $4,523 is high, and compares favorably with cities of its population rank in the U.S.A., but the figure is less than for Division 6 and a number of other nearby divisions—further proof of the prosperity of Manitoba farmers.

"Buying Power Quota" measures quantity. It is a weighted figure developed after many years of research with U. S. market data, and because of the great similarity of market conditions in the two countries there seems to be good reason to believe that the weighting is applicable to Canada. For commodities that are relatively low priced, having a mass appeal, it has been found that the population factor is the most important single indicator of market potential. For high-priced luxury goods, income will prove to be the most useful factor. But most commodities fall between these two extremes and a formula has been devised which gives a weight of 2 to population, 3 to retail sales and 5 to income.

On this basis the potential for Manitoba is 5.9233; for Division 6, it is 3.3005, and for the city of Winnipeg, 2.6986.

The "Quality of Market Index" measures, as the name implies, *quality*. Par is the Dominion figure, 100. The index is derived by dividing the "Buying Power Index" by "% of Canada Population".

Winnipeg's index is a whopping 162, Division 6 is 141, and the Province of Manitoba, 107.

Province by Province the Reader's Digest Parallels Buying Power in Canada

PROVINCES OF CANADA	SM % Canadian Retail Sales	SM % Canadian Effective Buying Income	RD % Reader's Digest Circulation	RD Reader's Digest Circulation (ABC Sept. '51)
Newfoundland	1.17	1.2	0.7	5,851
Prince Edward Island	.4	.4	0.5	3,689
Nova Scotia	4.09	3.6	3.9	30,396
New Brunswick	2.3	2.4	2.3	20,512
Quebec	22 4	24.0	24.7	194,772
Ontario	38.4	39.4	39.2	309,109
Manitoba	6.4	5.7	5.4	42,449
Saskatchewan	5.7	6.0	5.0	37,808
Alberta	7.7	6.9	7.2	57,109
British Columbia	1.0	10.0	11.1	87,373
Total — all provinces	100.0	100.0	100.0	789,068

only the Reader's Digest

parallels Canadian purchasing power so completely in both English and French Markets.

lives longer and is read more per copy.

costs less per page per thousand.

enjoys the confidence of more than 2 million readers.

Reader's Digest

DAVID B. CROMBIE, Advertising Director, 44 King St. W., Toronto.

CARL M. DETTMAN, Eastern Advertising Mgr., 276 St. James St. W., Montreal.

ANDREW J. CONDUIT, Western Advertising Mgr., 44 King St. W., Toronto.



In proportion to total families The Canadian Reader's Digest has more than twice the family coverage of any A B C magazine in the U. S. A.

Because of its intense coverage and its ability to parallel buying power, make sure The Reader's Digest is the backbone of your advertising campaign in Canada.

Please see other side

Dominion of Canada

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SUMMARY OF ALL PROVINCES

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Prince Edward Island		98.0	.6967	24.1	12	42,063	.4035	6,830	7,460	452	4,822	1,089		66,055	.4111	674	2,741	.4659	67
Nova Scotia		643.5	4.5750	164.5	8	426,930	4.0950	90,868	85,470	10,964	58,409	8,874		588,490	3.6625	915	3,577	3.9746	87
New Brunswick		516.8	3.6742	122.0	35	243,151	2.3323	50,015	55,068	7,030	32,367	7,326		398,732	2.4816	772	3,268	2.6757	73
Quebec		4,070.8	28.9421	900.3	82	2,345,490	22.4975	683,270	325,114	77,416	318,141	45,516		387,099	24.0985	951	4,301	24.5854	85
Ontario		4,635.5	32.9570	1,320.7	9	4,010,744	38.4704	854,920	526,221	133,120	642,216	97,016		6,333,714	39.4187	1,366	4,798	37.8411	115
Manitoba		775.5	5.5136	214.4	8	676,430	6.4882	92,340	182,440	7,741	138,011	14,311		923,569	5.7479	1,191	4,308	5.9233	107
Saskatchewan		829.7	5.8989	226.5	6	593,654	5.6942	75,900	143,653	6,016	92,416	10,916		967,551	6.0217	1,166	4,272	5.9002	100
Alberta		949.4	6.7498	275.7	6	809,997	7.7694	113,226	141,101	20,011	126,116	14,011		1,110,925	6.9140	1,170	4,029	7.1382	106
British Columbia		1,187.4	8.4419	388.6		1,154,654	11.0753	215,250	171,214	25,044	250,210	22,141		1,607,298	10.0032	1,354	4,158	10.0128	119
Newfoundland		858.8	2.5508	77.2		122,414	1.1742	35,416	28,614	4,302	11,704	3,460		199,366	1.2408	556	2,582	1.4828	58
Total All Provinces		14,065.4	100	3,712.0		10425,527	100	2,218,035	1,666,355	292,096	1,674,412	224,660		16,067,799	100	1,142	4,329		100

PRINCE EDWARD ISLAND

City and Population (in thousands)	County	City and Population (in thousands)	County
Charlottetown 15.7	Queens	Summerside 6.5	Prince

	Map Code	Total (thousands)	% of Canada	Families (thousands)	% French Origin	Dollars (add 000)	% of Canada	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Volume Code	Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Kings	E5	17.8	.1266	4.2		3,627	.0348	475	108	*	168	69		9,784	.0609	550	2,330	.0662	52
Prince	D5	37.6	.2673	9.5	25	15,888	.1524	1,825	5,772	*	1,751	388		21,673	.1349	578	2,281	.1666	62
Summerside		6.5	.0462	1.7	25	9,580	.0919	621	5,643	*	1,365	267	H	5,735	.0357	882	3,374	.0546	118
Queens	D5	42.6	.3028	10.4		22,548	.2163	4,530	1,580	*	2,903	632		34,598	.2153	812	3,327	.2331	77
Charlottetown		15.7	.1116	3.8		18,078	.1734	3,732	1,580	*	2,511	632	H	14,738	.0917	939	3,878	.1202	108
Total Above Cities		22.2	.1578	5.5	10	27,658	.2653	4,353	7,223	*	3,876	899		20,473	.1274	922	3,722	.1748	111
Province Total		98.0	.6967	24.1	12	42,063	.4035	6,830	7,460	452	4,822	1,089		66,055	.4111	674	2,741	.4659	67
Per Capita Sales						429		70	76	5	49	11							
Per Family Sales						1,745		283	310	19	200	45							

NOVA SCOTIA

City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Amherst 9.9	Cumberland	Halifax 85.1	Halifax	Sydney 31.4	Cape Breton
Dartmouth 14.8	Halifax	Kentville 4.2	Kings	Truro 10.7	Colchester
Glace Bay 25.7	Cape Breton	New Glasgow 10.0	Pictou	Yarmouth 8.1	Yarmouth

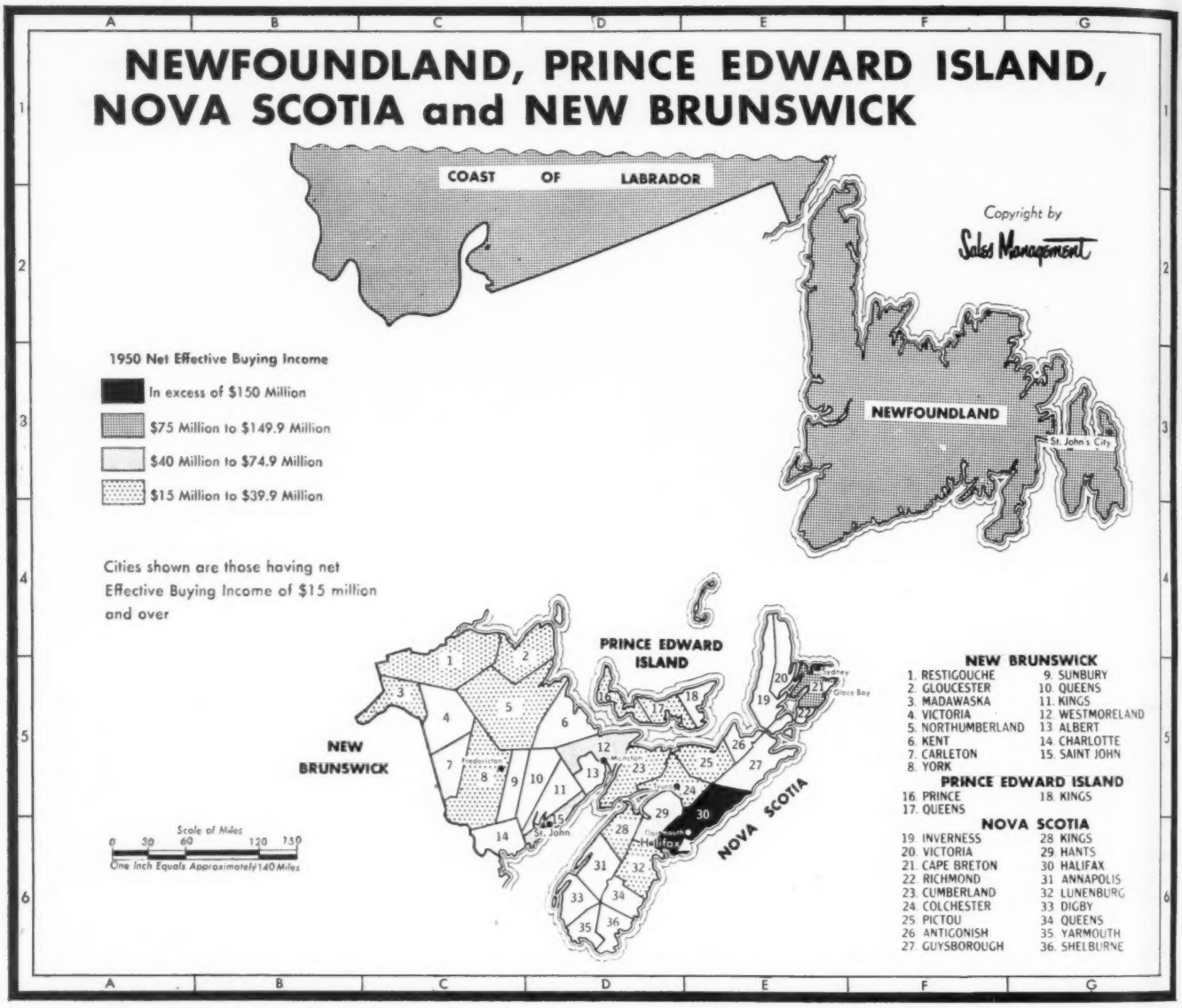
	Map Code	Total (thousands)	% of Canada	Families (thousands)	% French Origin	Dollars (add 000)	% of Canada	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Volume Code	Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Annapolis	D6	21.8	.1550	6.0		5,578	.0535	836	653	114	1,236	159		20,576	.1281	944	3,429	.1113	72
Antigonish	E5	12.0	.0852	2.5	18	5,645	.0541	810	776		1,514	70		8,184	.0509	682	3,274	.0589	69
Cape Breton	E5	120.8	.8589	28.8		81,297	.7798	22,405	20,237	2,367	9,807	1,403		120,703	.7512	999	4,191	.7815	91
Glace Bay		25.7	.1827	6.0	17	17,964	.1723	4,969	3,594	491	1,672	287	H	22,157	.1379	862	3,693	.1571	86
Sydney		31.4	.2233	7.6		40,358	.3871	8,563	6,650	1,510	6,389	723	G	35,717	.2223	1,137	4,700	.2719	122
Colchester	E5	31.6	.2248	8.1		28,257	.2711	4,687	2,288	450	5,076	660		30,074	.1872	952	3,713	.2198	96
Truro		10.7	.0760	2.9		22,324	.2141	3,755	2,202	450	4,248	250	H	11,684	.0727	1,092	4,029	.1158	152
Cumberland	D5	39.8	.2830	11.0		22,851	.2192	5,139	4,272	486	3,767	471		30,743	.1913	772	2,795	.2180	77
Amherst		9.9	.0704	2.8	14	10,719	.1028	1,787	2,514	311	3,252	240	H	8,514	.0530	860	3,041	.0714	101
Digby	D6	20.0	.1422	5.2	42	5,325	.0510	1,029	471	12	1,480	61		16,742	.1042	837	3,220	.0958	67

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

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NOVA SCOTIA—(Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Guysborough	E5	14.3	.1017	3.6	.....	3,401	.0327	656	*	*	235	*	.....	10,740	.0668	751	2,983	.0635	62
Halifax	E5	181.4	1.1475	41.6	.....	177,596	1.7034	34,526	44,893	5,792	17,248	3,824	.....	175,812	1.0942	1,089	4,226	1.2876	112
Dartmouth	.....	14.8	.1052	4.0	.....	19,537	.1874	5,524	494	463	3,795	380	H	17,494	.1089	1,182	4,374	.1317	125
Halifax	.....	85.1	.6051	22.0	.....	150,957	1.4480	25,549	43,995	5,329	12,419	3,250	E	102,762	.6395	1,208	4,671	.8751	145
Hants	D5	23.6	.1677	6.0	.....	7,858	.0754	1,735	693	97	1,821	163	.....	20,106	.1252	852	3,351	.1187	71
Inverness	E5	18.4	.1309	4.0	22	4,197	.0403	935	*	.....	203	*	.....	10,526	.0655	572	2,632	.0710	54
Kings	D6	33.3	.2367	8.8	.....	20,394	.1956	3,736	2,057	338	5,030	373	.....	27,722	.1725	832	3,150	.1922	81
Kentville	.....	4.2	.0298	1.0	.....	11,625	.1115	1,569	1,522	*	3,672	185	H	3,753	.0234	894	3,753	.0511	171
Lunenburg	D6	33.4	.2375	9.4	.....	13,043	.1251	2,160	1,602	260	3,194	304	.....	30,168	.1878	903	3,209	.1789	75
Pictou	E5	44.0	.3128	11.6	.....	28,269	.2711	7,426	3,906	685	4,308	697	.....	37,970	.2363	863	3,273	.2620	84
New Glasgow	.....	10.0	.0711	2.8	.....	16,098	.1544	2,445	2,775	640	3,235	380	H	10,151	.0631	1,015	3,625	.0920	129
Queens	D6	12.6	.0896	3.6	.....	4,944	.0475	919	573	*	847	206	.....	11,101	.0691	881	3,084	.0667	78
Richmond	E5	10.8	.0768	2.6	54	1,710	.0164	337	*	.....	190	.....	.....	6,844	.0426	634	2,632	.0415	54

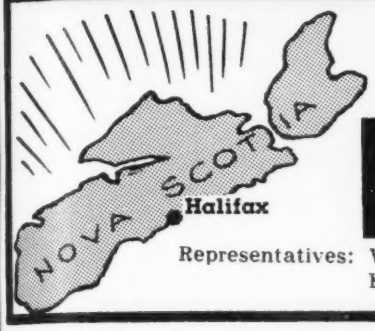
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Before using these figures, see explanation page 623.

For the most profitable application of these statistics to your Canadian sales and advertising problems, read the introduction, page 623, and sample analysis, page 626.

HALIFAX is one of the 6 Major Cities in Canada With Newspapers Over 100,000 A.B.C.



In planning your schedules you will want to have this market on your "A" list. The Halifax combination gives you complete coverage of the metropolitan area, and majority coverage of the whole retail trading area (Nova Scotia). Cover this market effectively . . . economically . . . with

THE HALIFAX CHRONICLE-HERALD and THE HALIFAX MAIL-STAR

Representatives: WARD-GRIFFITH & CO. INC., U.S.A.
E. A. WILLIAMS, Toronto-Montreal

A. B. C. 103,129 Daily

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NOVA SCOTIA — (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Shelburne	D6	14.5	.1031	3.8		3,425	.0328	798	126	*	488	*		9,547	.0594	658	2,512	.0601	58
Victoria	E5	8.3	.0590	2.0		1,183	.0114	299			182			5,009	.0311	603	2,505	.0307	52
Yarmouth	D6	22.9	.1628	5.9	36	11,957	.1146	2,435	2,212	288	1,785	265		15,923	.0991	695	2,699	.1164	71
Yarmouth		8.1	.0576	2.0	19	8,357	.0802	1,569	*	*	*	*	H	7,385	.0460	912	3,693	.0585	102
Total Above Cities		199.9	1.4212	51.1		297,939	2.8578	55,730	63,746	9,194	38,682	5,695		219,617	1.3668	1,099	4,298	1.8246	128
Province Total		643.5	4.5750	164.5	8	426,930	4.0950	90,868	85,470	10,964	58,409	8,874		588,490	3.6625	915	3,577	3.9746	87
Per Capita						633		141	133	17	91	14							
Per Family						2,595		552	520	67	355	54							

NEW BRUNSWICK

City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Fredericton 16.0	York	Moncton 27.3	Westmoreland	Saint John 50.5	St. John

	Map Code	Total (thousands)	% of Canada	Families (thousands)	% French Origin	Dollars (add 000)	% of Canada	Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	Volume Code	Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Albert	D5	9.9	.0704	2.5		1,977	.0190	433			243	*		7,300	.0454	737	2,920	.0427	61
Carleton	C5	22.3	.1584	5.8		8,785	.0842	1,416	1,076	192	1,878	416		14,317	.0891	642	2,468	.1017	64
Charlotte	C6	25.3	.1799	6.8		11,779	.1130	3,060	735	259	2,168	434		16,261	.1012	643	2,391	.1207	67
Gloucester	D4	57.7	.4102	11.7	87	11,376	.1091	2,014	2,147	118	1,104	145		33,382	.2078	579	2,853	.2188	53
Kent	D5	26.8	.1906	5.5	79	4,557	.0437	680	*		748	*		13,152	.0818	491	2,391	.0921	48
Kings	D5	22.5	.1599	5.9		7,648	.0734	1,784	1,555		1,480	199		15,852	.0987	705	2,687	.1033	65
Madawaska	C5	34.5	.2453	7.3	95	9,554	.0916	2,338	1,138	*	1,642	258		26,956	.1678	781	3,693	.1604	65
Northumberland	C5	43.2	.3072	9.6	27	12,173	.1168	2,632	1,793	310	1,966	295		23,912	.1488	554	2,491	.1708	56
Queens	D5	13.2	.0938	3.3		2,783	.0267	783	*		480	*		8,487	.0528	643	2,572	.0531	57
Restigouche	C4	36.3	.2581	7.7	62	12,301	.1180	3,034	2,490	270	1,476	391		32,294	.2010	890	4,194	.1875	73
Saint John	D5	74.2	.5275	18.8		59,239	.5682	15,093	8,903	2,893	6,253	2,708		74,221	.4619	1,000	3,948	.5069	96
Saint John		50.5	.3590	13.0		55,684	.5341	13,735	8,903	2,864	5,376	2,681	E	52,288	.3254	1,035	4,022	.3947	110
Sunbury	C5	9.4	.0669	2.4	17	2,431	.0233	275	165	*	245	*		5,818	.0362	619	2,424	.0384	57
Victoria	C5	18.7	.1329	4.1	34	5,456	.0523	931	*	*	860	206		10,773	.0671	576	2,628	.0758	57
Westmoreland	D5	80.1	.5695	19.4	42	68,646	.6585	10,269	31,039	1,476	7,146	1,451		79,559	.4951	993	4,101	.5590	98
Moncton		27.3	.1941	7.0	34	55,965	.5368	6,921	29,006	*	5,392	1,297	H	31,928	.1987	1,170	4,561	.2992	154
York	C5	42.7	.3036	11.2		24,446	.2345	5,273	2,485	1,238	4,678	727		36,448	.2269	854	3,254	.2445	81
Fredericton		16.0	.1138	4.4		18,562	.1781	4,216	2,404	*	3,994	682	H	17,433	.1085	1,090	3,962	.1304	115
Total Above Cities		93.8	.6669	24.4	13	130,211	1.2490	24,872	40,313	2,864	14,762	4,650		101,649	.6326	1,084	4,166	.8243	124
Province Total		516.8	3.6742	122.0	35	243,151	2.3323	50,015	55,068	7,030	32,367	7,326		398,732	2.4816	772	3,268	2.6757	73
Per Capita						470		97	107	14	63	14							
Per Family						1,993		410	451	58	265	60							

NEWFOUNDLAND

Newfoundland		358.8	2.5508	77.2		122,414	1.1742	35,416	28,614	4,302	11,704	3,460		199,366	1.2408	556	2,582	1.4828	58
Province Total		358.8	2.5508	77.2		122,414	1.1742	35,416	28,614	4,302	11,704	3,460		199,366	1.2408	556	2,582	1.4828	58
Per Capita						341		99	80	12	33	10							
Per Family						1,586		459	371	56	152	45							

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

"Marketing Authorities Agree—"

WELL OVER FOUR MILLION FRENCH-CANADIANS—

MORE THAN 30% of CANADA'S ENTIRE POPULATION

"CAN BE REACHED MOST EFFECTIVELY BY USE OF THE FRENCH LANGUAGE!"

Source: SALES MANAGEMENT, Survey of Buying Power and Dominion Bureau of Statistics 1941 Census

For the greatest coverage of the French-Canadian Market, without exception, reach them through their own language in their favourite

Week-end Newspaper

LA PATRIE

Published in Montreal

Circulation:—NOW AT AN ALL-TIME HIGH— over 320,000—99.3% Newsstand sales

LEADING ALL FRENCH LANGUAGE MEDIA IN COVERAGE OF THE FRENCH-CANADIAN MARKET.

Four big, SEPARATE sections: COLORGRAVURE—COLOR COMICS— COLOR MAGAZINE—and REGULAR NEWS SECTION

Representatives

Toronto: Hugh Rose and Dean Vaughan, 19 Melinda St. *U.S.A.: Ralph R. Mulligan, New York, Chicago, Detroit*

QUEBEC

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (*in thousands*)		County
Chicoutimi	23.4	Chicoutimi
Drummondville	14.5	Drummond
Granby	22.1	Shefford
Hull	43.8	Hull
Joliette	16.2	Joliette
Jonquiere	21.9	Chicoutimi
Lachine	27.8	Montreal & Jesus Islands
Montreal	1017.7	Montreal & Jesus Islands
Outremont	30.0	Montreal & Jesus Islands
Quebec	163.8	Quebec
Rouyn	14.7	Temiskaming
St. Hyacinthe	20.3	St. Hyacinthe
St. Jean	17.8	St. Jean
Shawinigan Falls	27.1	St. Maurice
Sherbrooke	50.4	Sherbrooke
Sorel	15.1	Richelieu
Trois Rivieres	46.4	St. Maurice
Valleyfield	22.6	Beauharnois
Verdun	77.6	Monreal & Jesus Islands
Westmount	27.3	Montreal & Jesus Islands

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Abitibi	B2	88.2	.6271	17.5	83	27,517	.2639	7,920	1,975	567	4,262	665		101,384	.6310	1,149	5,793	.5200	83
Argenteuil	B5	26.1	.1855	5.9	67	9,488	.0910	2,564	859	*	1,938	112		22,129	.1377	848	3,751	.1334	72
Arthabaska	C5	37.3	.2652	7.7	93	10,830	.1039	2,690	575	432	3,451	85		37,232	.2317	998	4,835	.2000	79
Bagot	C5	19.4	.1380	4.2	93	4,015	.0385	944	295	27	799	28		11,672	.0727	602	2,779	.0756	55
Beauce	D5	55.5	.3945	11.2	93	11,672	.1120	2,067	406	330	4,062	82		28,828	.1794	519	2,574	.2024	81
Beauharnois	C5	39.2	.2787	8.6	88	24,065	.2308	7,500	4,506	770	2,980	441		31,757	.1976	810	3,693	.2239	80
Valleyfield	.....	22.6	.1607	5.1	89	20,201	.1938	5,473	3,903	*	2,386	*	H	16,195	.1008	717	3,175	.1407	83
Bellechasse	D4	25.5	.1813	4.9	94	3,670	.0352	889	22	52	.....	*		8,912	.0555	349	1,819	.0745	41
Berthier	B4	24.9	.1771	5.3	93	5,033	.0483	1,762	298	*	723	67		19,491	.1213	783	3,678	.1106	62
Bonaventure	E4	41.4	.2943	8.3	78	6,569	.0630	1,226	.....	*	1,023	*		18,676	.1162	451	2,250	.1358	46
Brome	C5	13.4	.0953	3.4	48	3,077	.0295	994	*	55	563	*		12,020	.0748	897	3,535	.0653	86
Chambly	C5	78.3	.5567	18.8	69	20,209	.1939	8,788	1,185	540	4,652	1,151		94,147	.5860	1,202	5,008	.4625	83
Champlain	B4	86.4	.6142	17.9	93	20,509	.1967	7,568	1,348	375	3,832	171		70,857	.4410	820	3,958	.4023	65
Charlevoix	D4	28.4	.2020	5.3	93	8,077	.0775	3,267	1,073	103	1,531	53		18,914	.1177	666	3,569	.1225	61

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

Advertising in French Canada can be COSTLY while it could so easily be LOW

REATER ONTREAL

Population
1,[illegible]70,044
Annual Retail Sales
$1,31[illegible],440,000

QUEBEC CITY

Population
271,236
Annual Retail Sales
$207,429,000

SHERBROOKE

Population
49,737
[illegible]nual Retail Sales
$52,771,000

TROIS RIVIERES

Population
45,708
Annual Retail Sales
$38,482,000

Despite the geographic size of the province of Quebec (594,860 square miles) **ONE-THIRD** of its entire population is concentrated on Montreal Island (194 square miles only).

BUT THERE IS MORE...

The annual retail sales in Greater Montreal alone (**Over One Billion Three Hundred Million Dollars**) exceed by far the total sales for the balance of Quebec Province.

Such indisputable evidence clearly shows that advertising **cost** can easily be **low** in French Canada through <u>concentration</u> and <u>frequency</u> in the publication that blankets Greater Montreal — plus a bonus coverage in all parts or zones of Quebec Province.

LA PRESSE

[illegible]7,582 copies Monday to Friday—280,236 copies Saturday with Rotogravure

Toronto Office :
[illegible] Rees, Manager

Head Office :
MONTREAL, Canada

U.S. Representatives :

LE PETIT JOURNAL

PROVINCE OF QUÉBEC CANADA



a steady rise in 1952

January	6	—	236,223
"	13	—	237,763
"	20	—	239,828
"	27	—	242,270
February	3	—	243,699
"	10	—	245,301
"	17	—	247,017
"	24	—	248,122
March	2	—	248,949
"	9	—	249,543
MARCH	**16**	**—**	**250,351**

Week after week, **LE PETIT JOURNAL** continues the readership climb highlighted in 1951 A.B.C. circulation figures. More than ever, **LPJ** is the top medium for capturing the interest and sales of the Quebec Province *urban* market.

LE PETIT JOURNAL
Au Service du Public
Member: A B C

5460 ROYALMOUNT AVE. — MONTREAL, CANADA

Ontario Representatives:
McGoey Bros., 21 King St. E., Toronto

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Chateauguay	C5	18.1	.1286	4.1	78	5,244	.0503	1,422	26	*	810	*	.....	19,577	.1218	1,082	4,775	.1017	79
Chicoutimi	D3	116.9	.8312	21.5	92	65,508	.6283	19,855	10,529	4,092	9,994	969	.....	120,624	.7507	1,032	5,610	.7300	88
Chicoutimi	.....	23.4	.1663	4.5	93	24,238	.2325	5,758	2,527	1,322	6,596	533	H	23,721	.1476	1,014	5,271	.1768	106
Jonquiere	.....	21.9	.1557	4.4	93	17,687	.1696	5,361	2,316	1,297	2,399	*	H	23,623	.1470	1,079	5,369	.1555	100
Compton	C5	24.1	.1713	5.4	72	5,374	.0515	2,031	207	55	560	*	.....	23,633	.1471	981	4,376	.1232	72
Deux Montagnes	C5	21.2	.1507	4.7	88	4,690	.0450	1,334	16	*	2,101	41	.....	21,591	.1344	1,018	4,594	.1108	74
Dorchester	D5	33.6	.2389	6.2	93	5,439	.0522	1,012	53	33	627	10	.....	14,129	.0879	421	2,279	.1073	45

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

THE *LARGEST* MONTREAL FRENCH MORNING DAILY

33,946

(ABC Pub. Stat. Sept. 30, 1951—Daily net paid Monday to Friday)

MONTREAL-MATIN

Montreal's Second French Daily

29,526

concentrated in the Montreal City zone

LEO. T. BRAULT
Advertising Manager
1124 Marie Anne St., East
Montreal 34.

Ontario Representative
D. L. BOUFFORD
112 Yonge St., Toronto 1.

TRANS-QUEBEC DELIVERS 600,000 FRENCH RADIO HOMES!*



		Total Individual Station Circulation	Total Minimum Uuduplicated Circulation
DAYTIME			
Basic Stations		639,540 R.H.	546,910 R.H.
Affiliated Stations		77,770 R.H.	45,780 R.H.
	Total:—	**717,310 R.H.**	**592,690 R.H.**
NIGHT-TIME			
Basic Stations		658,180 R.H.	575,050 R.H.
Affiliated Stations		61,100 R.H.	38,000 R.H.
	Total:—	**719,280 R.H.**	**613,050 R.H.**

Sold exclusively by: **Jos. A. Hardy & Co. Ltd.**—Montreal—Toronto
Montreal—Jos. A. Hardy Toronto—Jos. A. Hardy
In U.S.A.: Adam J. Young Jr., Inc.—New York & Chicago

Basic Stations		**Affiliated Stations**	
CKAC—Montréal	10,000 w.	CHNC—New Carlisle	5,000 w.
CHRC—Québec	5,000 w.	CKBL —Matane	1,000 w.
CKRS—Jonquière	250 w.	CKVM—Ville-Marie (Témiscamingue)	1,000 w.
		CKLD—Thetford Mines	250 w.

* Total French Radio Homes—Province of Quebec (1949) B.B.M. Survey 1950—781,410 R.H.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

QUEBEC — (Continued)

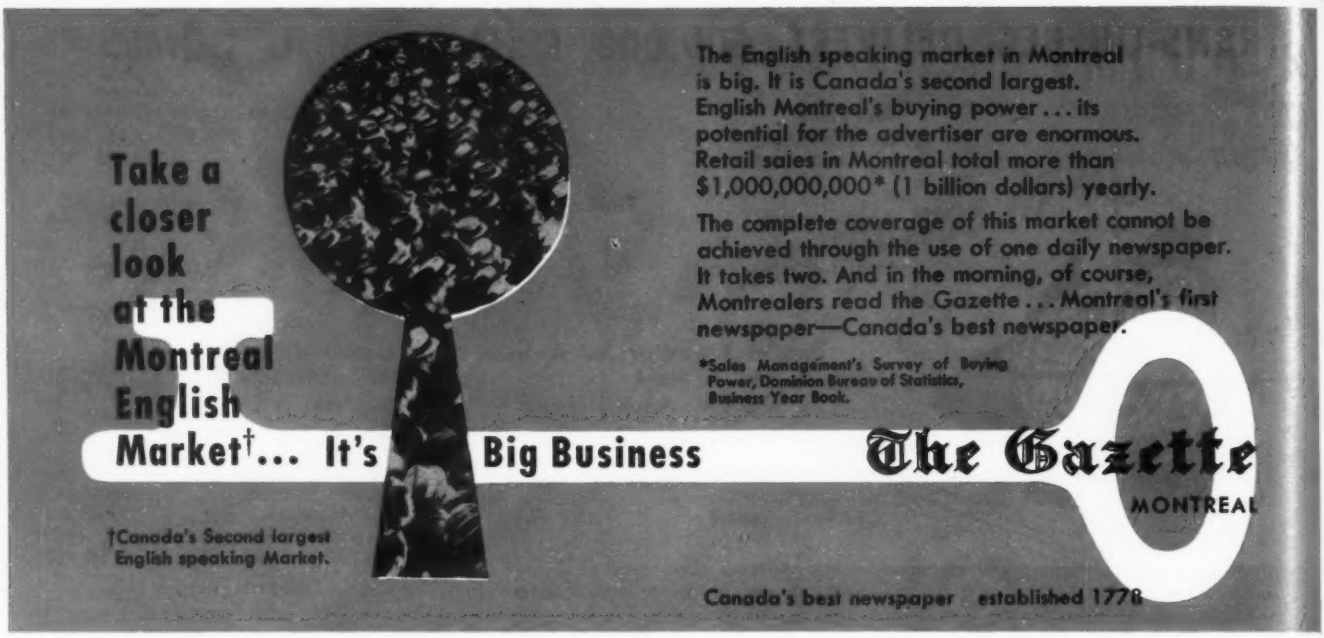
COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Drummond	C5	53.9	.3832	11.8	90	24,513	.2351	7,006	2,194	1,428	3,648	578		45,264	.2817	840	3,836	.2880	75
Drummondville		14.5	.1031	3.0	89	16,178	.1552	3,923	1,667	1,328	3,064	564	H	14,401	.0896	993	4,800	.1120	109
Frontenac	D5	31.0	.2204	5.9	92	7,602	.0729	1,668	407	101	1,023	45		15,962	.0994	515	2,705	.1158	53
Gaspe	E3	62.8	.4465	12.5	83	11,906	.1142	1,927	136	*	727	*		33,314	.2073	530	2,665	.2274	51
Hull	B5	93.2	.6626	20.8	81	42,140	.4042	15,694	3,617	689	6,991	705		75,527	.4700	810	3,631	.4887	74
Hull		43.8	.3114	10.0	90	30,341	.2910	10,986	1,230	613	4,894	508	H	38,482	.2395	879	3,848	.2693	86
Huntingdon	C5	13.6	.0967	3.5	54	4,391	.0422	685	*	*	1,095	*		13,462	.0838	990	3,846	.0739	76
Iberville	C5	13.7	.0974	2.9	92	2,759	.0264	1,078	*	.....	429	*		14,715	.0916	1,074	5,074	.0732	75
Joliette	B4	37.6	.2674	7.8	93	21,887	.2100	5,625	1,658	484	3,661	*		27,237	.1695	724	3,492	.2012	75
Joliette		16.2	.1152	3.3	93	16,517	.1584	3,729	1,606	484	3,364	*	H	13,956	.0869	861	4,229	.1140	99
Kamouraska	D4	26.9	.1912	5.0	93	3,929	.0376	839	29	*	398	*		14,066	.0876	523	2,813	.0933	49
Labelle	B5	27.4	.1948	5.5	93	5,865	.0563	1,288	534	78	951	14		15,199	.0946	555	2,763	.1031	53
Lac St. Jean	C3	82.7	.5880	15.0	93	17,900	.1717	5,655	597	657	2,231	214		76,430	.4756	924	5,095	.4069	69
La Prairie	C5	18.8	.1337	4.0	78	3,037	.0291	852	458	.....	642	*		14,328	.0892	762	3,582	.0800	60
L'Assomption	C5	23.3	.1656	5.2	92	5,750	.0552	1,904	*	*	1,013	36		23,931	.1489	1,027	4,602	.1241	75
Levis	D4	43.9	.3121	8.6	93	12,885	.1238	5,473	657	531	1,630	250		41,946	.2611	955	4,877	.2300	74
L'Islet	D4	23.1	.1643	4.6	94	2,912	.0279	617	*	*	570	15		11,848	.0737	513	2,576	.0780	47
Lotbiniere	C5	28.2	.2004	5.6	93	3,941	.0378	818	13	*	718	.....		13,895	.0865	493	2,481	.0946	47
Maskinonge	B4	19.6	.1394	4.0	92	5,053	.0485	1,773	194	98	619	39		15,759	.0981	804	3,940	.0914	66
Matane	E3	64.6	.4593	12.1	93	13,405	.1286	3,470	737	238	3,027	89		38,635	.2404	598	3,193	.2506	55
Megantic	C5	45.7	.3249	9.0	90	12,549	.1203	3,498	1,490	538	1,813	177		56,509	.3517	1,237	6,279	.2769	85
Mississquoi	C5	25.0	.1777	5.9	74	10,045	.0964	3,370	371	356	1,885	209		20,239	.1260	810	3,430	.1274	72
Montcalm	B4	17.6	.1252	3.8	91	3,170	.0304	1,078	22	*	563	*		11,259	.0701	640	2,963	.0692	55
Montmagny	D4	24.8	.1763	5.2	93	4,582	.0439	1,349	549	147	672	74		18,414	.1146	743	3,541	.1057	60
Montmorency	C4	21.6	.1536	4.1	93	3,586	.0344	1,105	*	20	407	*		23,586	.1468	1,092	5,735	.1144	74
Montreal & Jesus Islands	C5	1,353.7	9.6244	335.8	70	1,310,440	12.5696	385,242	221,814	42,241	147,589	29,205		1,561,038	9.7153	1,153	4,649	10.5534	110

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power", regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Montreal	.....	1,017.7	7.2356	253.7	73	1,166,750	11.1913	323,603	216,030	38,894	127,787	24,952	A	1,092,907	6.8018	1,074	4,308	8.2054	113
Lachine	.....	27.8	.1976	7.0	71	15,787	.1514	6,934	1,783	641	1,189	297	H	33,967	.2114	1,222	4,852	.1906	96
Outremont	.....	30.0	.2133	7.8	58	14,471	.1388	8,861	446	*	1,337	891	H	53,027	.3300	1,768	6,798	.2493	117
Verdun	.....	77.6	.5517	21.1	51	52,418	.5028	19,262	3,019	*	7,429	119	H	91,901	.5720	1,184	4,355	.5472	99
Westmount	.....	27.3	.1941	6.8	37	18,417	.1767	8,475	*	727	3,715	1,218	H	58,744	.3656	2,152	8,639	.2746	141
Napierville	C5	9.3	.0661	2.1	93	2,483	.0238	442	*	*	615	*	.....	6,089	.0379	655	2,900	.0393	59
Nicolet	C5	30.7	.2182	8.0	93	6,330	.0607	1,699	85	41	575	30	.....	14,646	.0911	477	2,441	.1074	49
Papineau	B5	29.6	.2105	6.7	84	7,330	.0703	2,084	237	159	872	39	.....	29,117	.1812	984	4,346	.1537	73
Pontiac	B4	20.8	.1479	4.6	41	3,973	.0381	790	*	*	753	*	.....	16,055	.1000	772	3,490	.0910	62
Portneuf	C4	43.8	.3114	8.6	93	8,503	.0816	2,342	1,147	290	1,857	20	.....	46,337	.2883	1,058	5,388	.2309	74
Quebec	C4	253.5	1.8023	51.7	92	207,429	1.9895	56,119	31,216	8,309	30,578	3,267	.....	249,150	1.5507	983	4,819	1.7326	96
Quebec	.....	163.8	1.1646	34.2	92	197,058	1.8901	50,507	30,592	8,143	28,743	3,202	D	165,736	1.0315	1,012	4,846	1.3157	113
Richelieu	C5	31.1	.2211	7.3	93	14,176	.1360	5,003	1,177	437	1,359	456	.....	27,864	.1734	896	3,817	.1717	78
Sorel	.....	15.1	.1073	3.6	93	12,405	.1190	3,775	1,163	437	1,229	323	H	14,304	.0890	947	3,973	.1017	95
Richmond	C5	34.3	.2439	7.6	83	11,798	.1131	3,854	1,041	346	1,590	102	.....	31,446	.1957	917	4,138	.1805	74
Rimouski	D4	53.7	.3817	9.4	93	13,863	.1330	3,385	2,085	401	2,553	207	.....	41,821	.2603	779	4,449	.2463	85
Rouville	C5	19.6	.1394	4.5	90	5,004	.0480	1,277	29	48	1,514	*	.....	20,702	.1288	1,056	4,600	.1068	78

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

TOP FRENCH RADIO VOICE IN QUEBEC AREA

IF YOU HAVE THE GOODS

CHRC

HAS THE BUYERS

CHRC 800

Coverage: 250,000 French radio homes. For availabilities and rates, write, phone or wire our representatives:

CANADA: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young Jr., Inc.

a BOOMING STATION

Look at the figures:

IN **3** YEARS

- Population of Montreal & Jesus Islands up 11.4%
- Retail sales on Montreal & Jesus Islands up 36.9%
- CFCF LOCAL advertising up more than . . . 300%
- CFCF RATES up an average of less than . . . 15%

CANADA'S FIRST STATION CFCF

in a BOOMING MARKET!

IT COSTS *LESS* TO SELL *MORE* IN MONTREAL . . . on **CFCF**

MONTREAL'S 600!

Represented in Canada by All Canada Radio Facilities; in the U.S. by Weed & Co.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

QUEBEC — (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add,000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Saguenay	E2	42.0	.2986	8.6	73	10,737	.1030	1,215	1,254	10	.....	*	.....	41,180	.2563	980	4,788	.2187	73
Shefford	C5	44.1	.3125	9.9	87	17,635	.1691	5,328	1,611	683	2,879	304	.....	31,948	.1988	724	3,227	.2128	68
Granby	.....	22.1	.1571	5.0	88	12,168	.1167	3,946	1,301	583	1,757	239	H	17,746	.1104	803	3,549	.1216	77
Sherbrooke	C5	62.2	.4423	14.5	80	55,548	.5328	15,244	5,701	3,109	12,274	1,557	.....	61,810	.3847	994	4,263	.4406	100
Sherbrooke	.....	50.4	.3584	12.0	83	52,771	.5062	13,415	5,701	*	11,783	1,432	G	51,035	.3176	1,013	4,253	.3823	107
Soulanges	C5	9.3	.0661	2.3	91	3,010	.0289	671	.....	11	860	.....	.....	9,710	.0604	1,044	4,222	.0520	79
Stanstead	C5	34.9	.2481	8.2	71	14,314	.1373	4,352	1,298	340	2,667	182	.....	27,025	.1682	774	3,296	.1749	70
St. Hyacinthe	C5	38.3	.2723	8.4	93	22,326	.2142	5,547	2,805	1,426	2,699	602	.....	29,850	.1858	779	3,554	.2116	78
St. Hyacinthe	.....	20.3	.1443	4.5	93	18,569	.1781	3,912	2,787	1,426	2,341	591	H	16,281	.1013	802	3,618	.1329	92
St. Jean	C5	28.9	.2055	6.8	90	22,710	.2178	5,401	2,625	1,128	5,453	715	.....	25,705	.1600	889	3,780	.1864	91
St. Jean	.....	17.8	.1265	4.1	91	20,942	.2009	5,058	2,625	*	4,965	715	H	16,801	.1046	943	4,078	.1379	109
St. Maurice	B4	94.6	.6726	20.1	92	58,601	.5621	16,508	8,449	2,928	7,818	1,156	.....	91,091	.5669	963	4,532	.5866	87
Shawinigan Falls	.....	27.1	.1927	6.1	91	16,926	.1623	4,515	1,753	1,279	1,912	367	H	30,523	.1900	1,126	5,004	.1822	95
Trois Rivieres	.....	46.4	.3299	9.9	91	38,482	.3692	9,291	6,683	1,649	5,613	702	H	44,270	.2755	954	4,472	.3145	95
Temiskaming	A4	55.4	.3938	11.3	77	32,086	.3077	10,770	2,470	605	4,594	687	.....	61,943	.3855	1,118	5,482	.3638	92
Rouyn	.....	14.7	.1045	3.4	77	15,882	.1523	5,277	1,606	424	2,481	330	H	17,133	.1066	1,166	5,039	.1199	115

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

nearly 7,000,000 letters last year!

6,936,406 to be exact — almost all containing proof of purchase. A record? Of course it is! And it's also an indelible record of CKAC's faithful listenership. Our bulging mailbags prove our point: CKAC gets results — at lowest cost per listener.

CBS Outlet in Montreal
Key Station of the
TRANS-QUEBEC radio group

CKAC
MONTREAL
730 on the dial • 10 kilowatts
Representatives:
Adam J. Young Jr. - New York, Chicago
Omer Renaud & Co. - Toronto

Covering 2 out of 3 French Radio homes in the Province of Quebec

UP 25,000 * in 12 months!

...and climbing every Saturday

1st week Feb./52	116,229
2nd week Feb./52	117,976
3rd week Feb./52	118,739
4th week Feb./52	119,043
1st week Mar./52	119,626
2nd week Mar./52	120,398



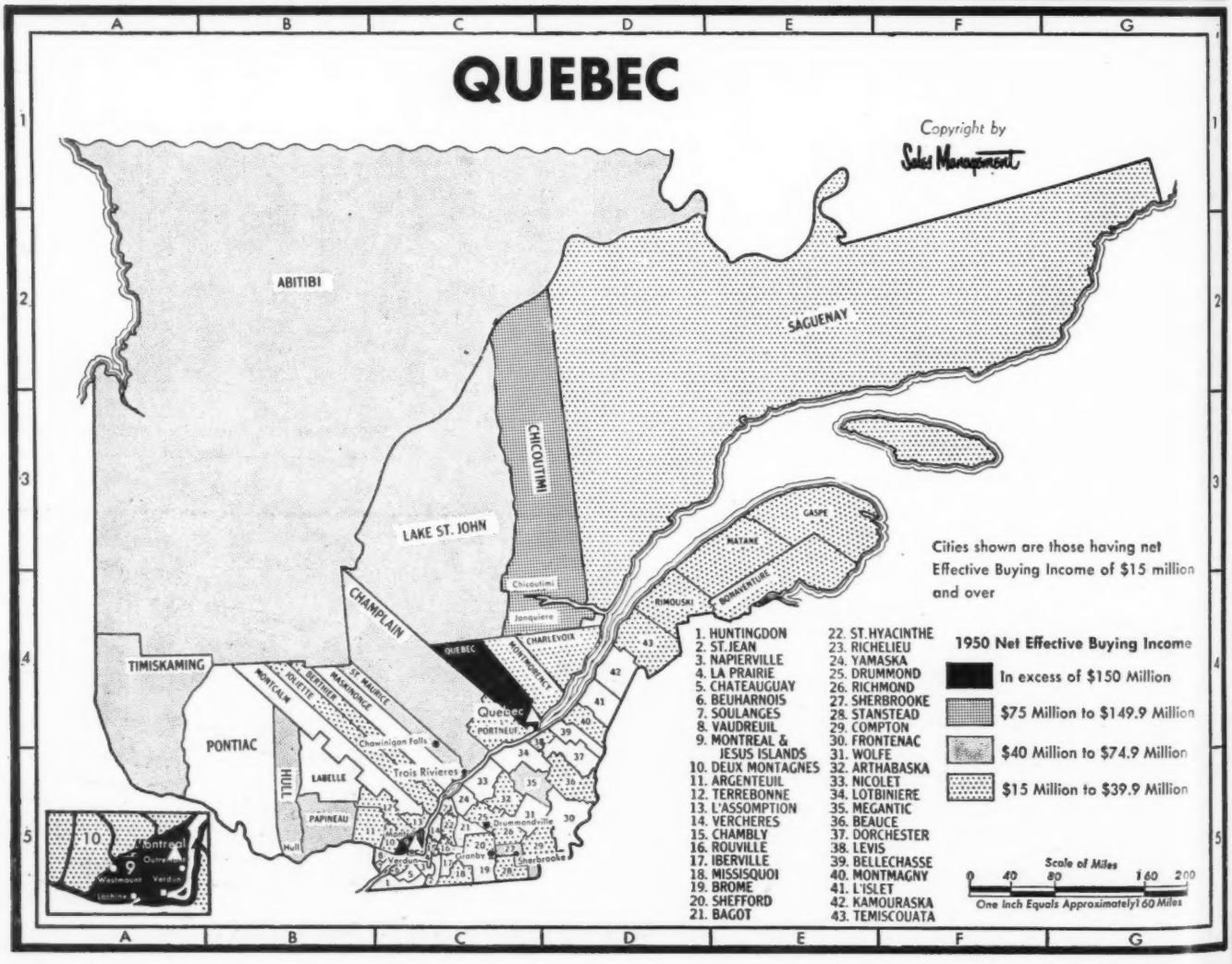
* (SEE ABC AUDIT REPORT)

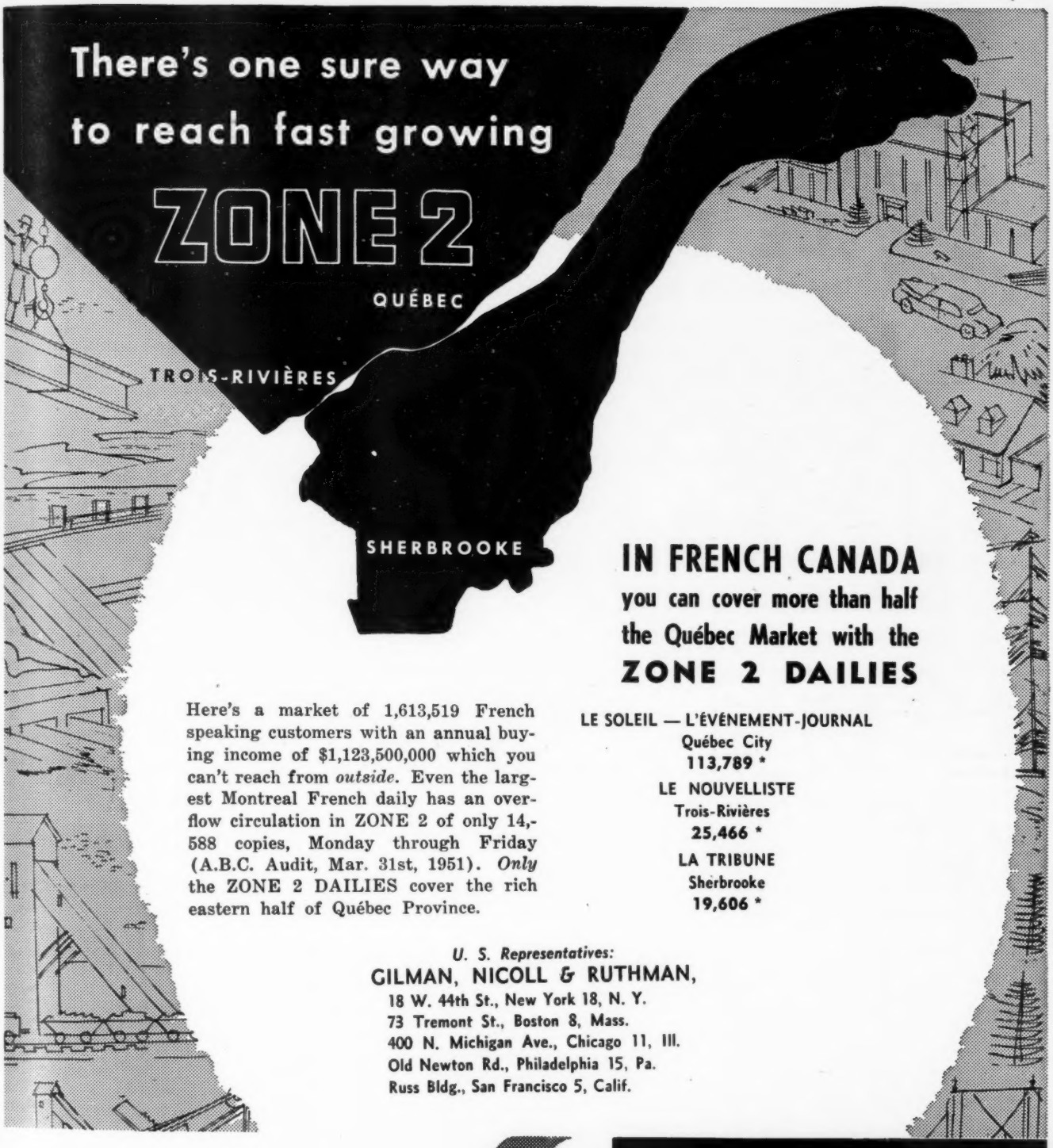
PHOTO JOURNAL
TOUT PAR L'IMAGE

attention!

Published every Saturday, PHOTO JOURNAL reaches an alert and progressive segment of French Canada's readers. To get your share of this audience, for advertising rates and information on merchandising facilities, consult:

HENRY DE CLERQUE, Inc., United States Representatives.
New York 17, 12 East 41st St., LExington 2-3739
Chicago 11, 435 N. Michigan Ave., SUperior 7-2290
Seattle 4, 914 Second Ave., ELliott 1769
San Francisco 3, 5 Third St., GArfield 6740
Los Angeles 5, 2978 Wilshire Blvd., DUnkirk 8-8158
Montreal 16, Canada. Photo-Journal, 5460 Royalmount, BY. 3501





IN FRENCH CANADA

you can cover more than half the Québec Market with the

ZONE 2 DAILIES

Here's a market of 1,613,519 French speaking customers with an annual buying income of $1,123,500,000 which you can't reach from *outside*. Even the largest Montreal French daily has an overflow circulation in ZONE 2 of only 14,588 copies, Monday through Friday (A.B.C. Audit, Mar. 31st, 1951). *Only* the ZONE 2 DAILIES cover the rich eastern half of Québec Province.

LE SOLEIL — L'ÉVÉNEMENT-JOURNAL
Québec City
113,789 *

LE NOUVELLISTE
Trois-Rivières
25,466 *

LA TRIBUNE
Sherbrooke
19,606 *

U. S. Representatives:
GILMAN, NICOLL & RUTHMAN,
18 W. 44th St., New York 18, N. Y.
73 Tremont St., Boston 8, Mass.
400 N. Michigan Ave., Chicago 11, Ill.
Old Newton Rd., Philadelphia 15, Pa.
Russ Bldg., San Francisco 5, Calif.

for thorough coverage use the

ZONE 2 DAILIES

*A.B.C. 4th Quarter, 1951.
Combined Net Paid Circulation 158,861

LE SOLEIL
L'ÉVÉNEMENT-JOURNAL
QUEBEC CITY
Le Nouvelliste
TROIS-RIVIÈRES
LA TRIBUNE
SHERBROOKE

Over 40% of the Ottawa
A.B.C. City Zone Speak French

TO SELL ALL of the OTTAWA market

INCLUDE

LE DROIT

39 Years Reader Service Sales Influence

368 Dalhousie St. (3-4061) Ottawa
Toronto: Vern B. Moore (EM 3-9903) Yonge St.
United States: Shannon & Associates

Over 400 National advertisers, in Canada, use Le Droit . . . and, find it profitable!

QUEBEC — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Temiscouata	D4	66.1	.4700	12.2	93	15,363	.1474	3,177	1,017	427	3,620	90		43,653	.2717	660	3,578	.2740	58
Terrebonne	C5	68.1	.4842	15.0	90	21,443	.2057	8,306	1,054	568	3,208	359		47,270	.2942	694	3,151	.3056	63
Vaudreuil	C5	17.5	.1244	3.8	86	4,031	.0388	1,027	*	*	1,032	*		14,343	.0892	820	3,774	.0810	65
Vercheres	C5	17.9	.1272	4.0	91	4,700	.0451	1,336	459	13	1,662	14		20,076	.1250	1,122	5,019	.1014	80
Wolfe	C5	18.3	.1301	3.7	91	3,423	.0329	794	102	*	460			12,930	.0805	707	3,497	.0761	58
Yamaska	C5	16.2	.1152	3.5	93	3,441	.0330	752	40	48	389	*		12,194	.0759	753	3,484	.0708	61
Total Above Cities		1,700.5	12.0900	409.5	76	1,778,208	17.0563	502,061	288,738	59,247	224,984	36,983		1,834,753	11.4188	1,079	4,480	13.2441	110
Province Total		4,070.8	28.9421	900.3	82	2,345,490	22.4975	683,270	325,114	77,416	318,141	45,516		3,872,099	24.0985	951	4,301	24.5854	88
Per Capita						576		168	80	19	78	11							
Per Family						2,605		759	361	86	353	51							

ONTARIO

City and Population (in thousands)		County
Barrie	12.6	Simcoe
Belleville	19.7	Hastings
Brantford	37.2	Brant
Brockville	12.4	Leeds
Chatham	21.5	Kent
Cornwall	17.1	Stormont
Fort William	35.4	Thunder Bay
Galt	19.4	Waterloo
Guelph	27.6	Wellington
Hamilton	210.8	Wentworth
Kingston	33.6	Frontenac
Kitchener	45.5	Waterloo
Lindsay	9.8	Victoria
London	96.5	Middlesex
New Toronto	11.3	York
Niagara Falls	23.1	Welland
North Bay	18.2	Nipissing
Oshawa	42.1	Ontario
Orillia	12.2	Simcoe
Ottawa	202.0	Carleton
Owen Sound	16.5	Grey
Parry Sound	5.2	Parry Sound
Pembroke	12.8	Renfrew
Peterborough	38.8	Peterborough
Port Arthur	31.2	Thunder Bay
St. Catharines	38.4	Lincoln
St. Thomas	18.2	Elgin
Sarnia	35.0	Lambton
Sault Ste. Marie	32.8	Algoma
Simcoe	7.3	Norfolk
Stratford	19.0	Perth
Sudbury	42.5	Sudbury
Timmins	27.8	Cochrane
Toronto	681.6	York
Trenton	10.2	Hastings
Welland	15.5	Welland
Windsor	121.5	Essex
Woodstock	15.7	Oxford

Algoma	D2	64.8	.4607	16.8	12	47,139	.4521	12,459	3,467	1,228	5,858	921		83,301	.5184	1,286	4,958	.4869	106
Sault Ste. Marie		32.8	.2332	9.2		38,909	.3732	10,877	2,976	1,167	5,020	757	H	51,329	.3195	1,565	5,579	.3183	136
Brant	B4	73.7	.5240	21.9		59,894	.5745	14,146	4,411	2,761	11,558	999		91,499	.5695	1,242	4,178	.5619	107
Brantford		37.2	.2645	11.2		51,098	.4901	11,946	3,876	2,545	9,244	786	H	50,134	.3120	1,348	4,476	.3559	135
Bruce	A3	41.6	.2958	12.0		25,034	.2402	5,152	1,030	667	4,756	458		34,727	.2161	835	2,894	.2394	81

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

For Complete Coverage of the Ottawa Market

OTTAWA EVENING JOURNAL

Greatest Evening Circulation in Ottawa . . . Now Over 60,000

Representatives: U.S.—WARD-GRIFFITH; Canada—E. A. WILLIAMS

954,000

largest* circulation

OF ANY PUBLICATION IN CANADA

Published as part of the week-end editions of the following leading Canadian newspapers:

ST. JOHN'S, NFLD. *Evening Telegram*
MONCTON *Times and Transcript*
SAINT JOHN *Telegraph-Journal and Evening Times-Globe*
MONTREAL *Star*
QUEBEC *Chronicle-Telegraph*
FORT WILLIAM *Daily Times-Journal*
KINGSTON *Whig-Standard*
KIRKLAND LAKE *Northern Daily News*
LONDON *Free Press*
PETERBOROUGH *Examiner*
PORT ARTHUR *News-Chronicle*
TIMMINS *Daily Press*
TORONTO *Telegram*
MOOSE JAW *Times-Herald*
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NEW YORK
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* Read by more than half of all the English-speaking families in Canada's urban markets.

52-1

The First Newspaper In Canada's Fifth Market

The Citizen is the only newspaper that completely dominates the rich buying power of Canada's Capital. With an ever increasing number of highly paid Government employees, Ottawa is a steady market that must be included in your advertising schedules for profitable sales.

1ST.

Total Circulation

City Circulation

Home Delivered Circulation

Est. 1844

The Ottawa Citizen

Morning and Evening

For complete information on this market consult: *Conklin & Woodward:* New York, Detroit, Chicago, San Francisco, Los Angeles. *Southam Newspapers:* Montreal and Toronto. *F. A. Smyth:* London, England.

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Carleton	G3	242.4	1.7233	64.1	32	223,551	2.1442	46,474	34,748	6,091	29,711	4,339		402,420	2.5045	1,660	6,278	2.2403	130
Ottawa		202.0	1.4361	53.9	33	207,903	1.9942	42,291	34,401	6,079	26,146	4,165	E	346,003	2.1534	1,713	6,419	1.9621	137
Cochrane	D1	83.8	.5944	20.2	40	63,721	.6112	19,558	4,724	1,282	9,565	1,542		124,768	.7765	1,492	6,177	.6907	116
Timmins		27.8	.1977	7.5	36	47,154	.4523	10,561	2,126	1,090	6,313	774	G	45,087	.2806	1,622	6,012	.3155	160
Dufferin	B3	14.6	.1038	4.4		8,723	.0837	1,808	354	95	1,708	184		11,026	.0687	755	2,506	.0804	77
Dundas	G3	16.0	.1138	4.6		11,694	.1122	1,430	241	232	2,500	111		12,665	.0788	792	2,753	.0958	84
Durham	C3	30.5	.2168	8.9		16,693	.1601	3,661	649	127	4,240	392		32,205	.2004	1,056	3,619	.1916	86
Elgin	B5	56.0	.3982	13.9		40,692	.3903	9,223	2,176	1,515	7,341	817		72,224	.4495	1,290	5,196	.4214	106
St. Thomas		18.2	.1294	5.9		26,421	.2534	6,259	1,805	1,285	4,414	530	H	30,879	.1921	1,697	5,234	.1979	153
Essex	A5	219.5	1.5605	63.4	17	180,251	1.7289	42,032	15,366	10,216	31,685	4,976		347,404	2.1621	1,583	5,480	1.9118	123
Windsor		121.5	.8638	35.5	13	145,075	1.3916	33,568	12,948	9,077	25,367	4,559	F	204,937	1.2755	1,687	5,773	1.2279	142
Frontenac	G3	66.5	.4728	17.8		51,889	.4977	11,082	3,993	1,329	8,380	1,408		80,481	.5009	1,210	4,521	.4943	105
Kingston		33.6	.2389	9.5		46,938	.4502	10,549	3,993	1,274	7,283	1,325	H	45,850	.2854	1,365	4,826	.3255	136
Glengarry	G3	17.9	.1273	4.4	48	7,796	.0748	1,409	463	19	766	48		10,633	.0662	594	2,417	.0810	64
Grenville	G3	17.3	.1230	5.1		10,308	.0989	2,024	340	205	1,430	174		17,137	.1066	991	3,360	.1075	87
Grey	B3	59.3	.4216	13.4		36,365	.3488	8,449	2,586	907	8,058	772		56,251	.3501	949	4,198	.3640	98
Owen Sound		16.5	.1173	4.8		18,010	.1727	4,735	1,598	600	3,882	429	H	20,299	.1263	1,230	4,229	.1384	118
Haldimand	B4	24.3	.1728	6.7		16,809	.1612	3,145	915	*	4,157	501		24,124	.1502	993	3,601	.1580	91
Haliburton	F3	7.7	.0547	2.3		2,672	.0257	335	724	513	498	598		5,400	.0336	701	2,348	.0357	65
Halton	B4	44.4	.3157	13.2		21,416	.2054	5,845	942	333	4,858	555		55,656	.3464	1,254	4,216	.2979	94
Hastings	F3	74.9	.5325	20.8		58,262	.5588	11,369	3,497	2,042	12,472	1,270		80,913	.5035	1,080	3,890	.5258	99
Belleville		19.7	.1401	5.8		30,550	.2931	7,153	2,531	1,210	5,798	505	H	28,191	.1754	1,431	4,861	.2036	145
Trenton		10.2	.0725	3.1		12,572	.1206	2,722	587	602	2,412	414	H	11,774	.0733	1,154	3,798	.0873	120

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

coverage in a major market

LONDON
Daytime - - - - - 89% of Radio Homes†
Night - - - - - 83% of Radio Homes

GREATER LONDON MARKET
(London and Middlesex County)
Daytime - - - - - 88% of Radio Homes†
Night - - - - - 81% of Radio Homes

Plus
Coverage in 7 additional Counties†

	Daytime	Night
Bruce	14%	23%
Elgin	61%	44%
Huron	56%	39%
Lambton	35%	20%
Norfolk	27%	20%
Oxford	43%	29%
Perth	42%	35%

PRODUCTION QUALITY
Network standards—RCA studio equipment and transmitters—980 kc., 5000 watts D/N, directional, pattern change at night—1K standby—emergency power generator—Studios incorporate approved specifications of CBC, with improvements—Turntables, 78 and 33⅓ — Magnecorder studio tape recording, playback equipment; also portable model for remotes—Presto disc recording equipment—Telephone tape recording unit—Complete tech lab—Top flight personnel—Performance record high.

SEE IMPORTANT MARKET DATA

PROGRAM STRUCTURE
Basic affiliate CBC Dominion Network—Local shows, meet network standards, add strong community flavor (some fed to network)—Programs specialized at audience favored times; day-by-day continuity ensures thru'-the-week penetration—Library: 78's, Lang-Worth, Standard—Continuity staff—CFPL-FM both satellite and separate.

PROMOTION—MERCHANDISING
Program promotion thru' radio, daily newspaper, weekly newspaper—Staff co-operation on special merchandising plans—Data, as requested, on market, distribution, competition, test possibilities, etc.

IN U.S.A., CONTACT WEED & COMPANY; IN CANADA, ALL-CANADA RADIO FACILITIES.

980 CFPL
LONDON — CANADA

†BBM STUDY No. 4—1950

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ONTARIO— (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Huron	A4	49.6	.3526	14.5	.....	27,914	.2678	4,789	1,174	772	6,411	528	.....	40,433	.2517	815	2,788	.2769	79
Kenora	C1	39.5	.2809	10.4	.....	21,925	.2103	5,265	844	520	3,493	531	.....	52,735	.3282	1,335	5,071	.2835	101
Kent	A5	80.1	.5694	23.4	.....	66,874	.6414	13,191	5,351	2,137	15,163	1,231	.....	83,986	.5227	1,049	3,589	.5676	100
Chatham	.....	21.5	.1528	6.4	.....	37,868	.3632	6,745	4,046	1,666	8,404	755	H	29,501	.1836	1,372	4,610	.2313	151
Lambton	A5	75.7	.5383	22.3	.....	48,618	.4664	11,352	3,221	2,273	10,257	988	.....	97,941	.6095	1,294	4,392	.5523	103
Sarnia	.....	35.0	.2489	10.4	.....	28,318	.2716	7,152	2,648	1,854	4,715	572	H	58,019	.3611	1,658	5,579	.3118	125
Lanark	G3	36.0	.2559	10.1	.....	23,118	.2217	5,933	1,748	633	3,708	590	.....	41,544	.2586	1,154	4,113	.2469	96
Leeds	G3	39.1	.2780	10.8	.....	31,445	.3016	6,856	2,318	1,069	5,660	706	.....	42,663	.2655	1,091	3,950	.2788	100
Brockville	.....	12.4	.0881	3.7	.....	17,749	.1702	3,854	1,744	613	2,909	391	H	16,883	.1051	1,362	4,563	.1212	138
Lenox & Addington	F3	19.7	.1400	5.7	.....	10,631	.1020	1,690	50	*	2,259	*	.....	14,532	.0904	738	2,549	.1038	74
Lincoln	C4	90.5	.6435	27.2	.....	86,293	.8277	20,019	6,996	4,547	13,687	1,976	.....	124,562	.7753	1,376	4,579	.7646	119
St Catherines	.....	38.4	.2730	11.6	.....	67,319	.6458	12,812	6,506	4,456	11,086	1,601	H	59,632	.3711	1,553	5,141	.4338	159
Manitoulin	E3	11.5	.0817	3.0	.....	4,812	.0461	1,219	166	23	697	125	.....	8,624	.0536	750	2,875	.0569	70
Middlesex	B4	164.0	1.1660	48.3	.....	138,628	1.3297	29,211	12,228	6,722	24,193	3,160	.....	225,638	1.4043	1,376	4,672	1.3342	114

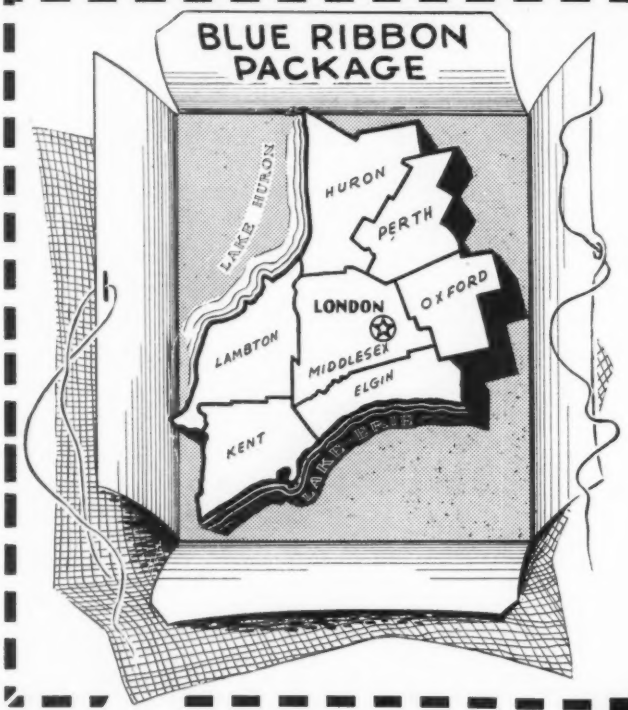
*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

Sample Analysis of a Canadian Province and City on page 626.

Your BEST Canadian TEST MARKET



- Ideal cross-section nation's population.
- One newspaper market.
- Self-contained market.
- Economical test market.

Total retail sales up over $20 million in Middlesex County, $17 million in London.

Total income up over $50 million in Middlesex County, $31 million in London.

SEVEN COUNTY TRADING ZONE

*Per capita income $385 above Dominion average, $161 above Ontario average.

*Population 538,100

*Families 155,500

*Retail Sales $414,868,000

*Effective buying income $646,626,000.

* (Sales Management estimates 1951)

CIRCULATION DAILY 84,213

(Average for 3 months ending Jan. 31, 1952)

The London Free Press

Western Ontario's Foremost Newspaper

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
London	.....	96.5	.6861	28.6	.....	117,834	1.1302	24,829	11,617	6,386	19,596	2,876	F	147,310	.9168	1,527	5,151	.9347	136
Muskoka	F3	24.8	.1763	6.6	.....	18,624	.1787	4,193	1,848	36	3,990	454	.....	22,658	.1410	914	3,433	.1593	90
Nipissing	F3	50.9	.3619	12.0	47	30,735	.2948	7,457	3,039	777	4,944	548	.....	57,575	.3584	1,131	4,798	.3400	94
North Bay	.....	18.2	.1294	4.7	23	21,985	.2109	5,044	2,045	703	3,983	524	H	28,744	.1789	1,579	6,116	.1786	138
Norfolk	B4	43.1	.3065	12.6	.....	24,041	.2306	5,250	1,291	729	4,939	688	.....	37,033	.2304	859	2,939	.2456	80
Simcoe	.....	7.3	.0519	2.3	.....	12,791	.1227	2,705	917	436	2,932	458	G	9,687	.0603	1,327	4,212	.0773	149

*Withheld to avoid disclosure.

© SM, 1952.

Before using these figures, see explanation page 623.

YOU KNOW IT WORKS WHEN YOU TEST IT FIRST!

Before you stake your precious sales budgets on a new advertising and sales campaign, why not test it first in Peterborough — Canada's top test city. For a fraction of your budget, find out in advance if your campaign actually does the things you hope it will.

In Peterborough you'll find every sales problem you're likely to meet in Central Canada. For this growing industrial and distribution centre provides an accurate cross-section of the buying habits, likes and dislikes of all your customers.

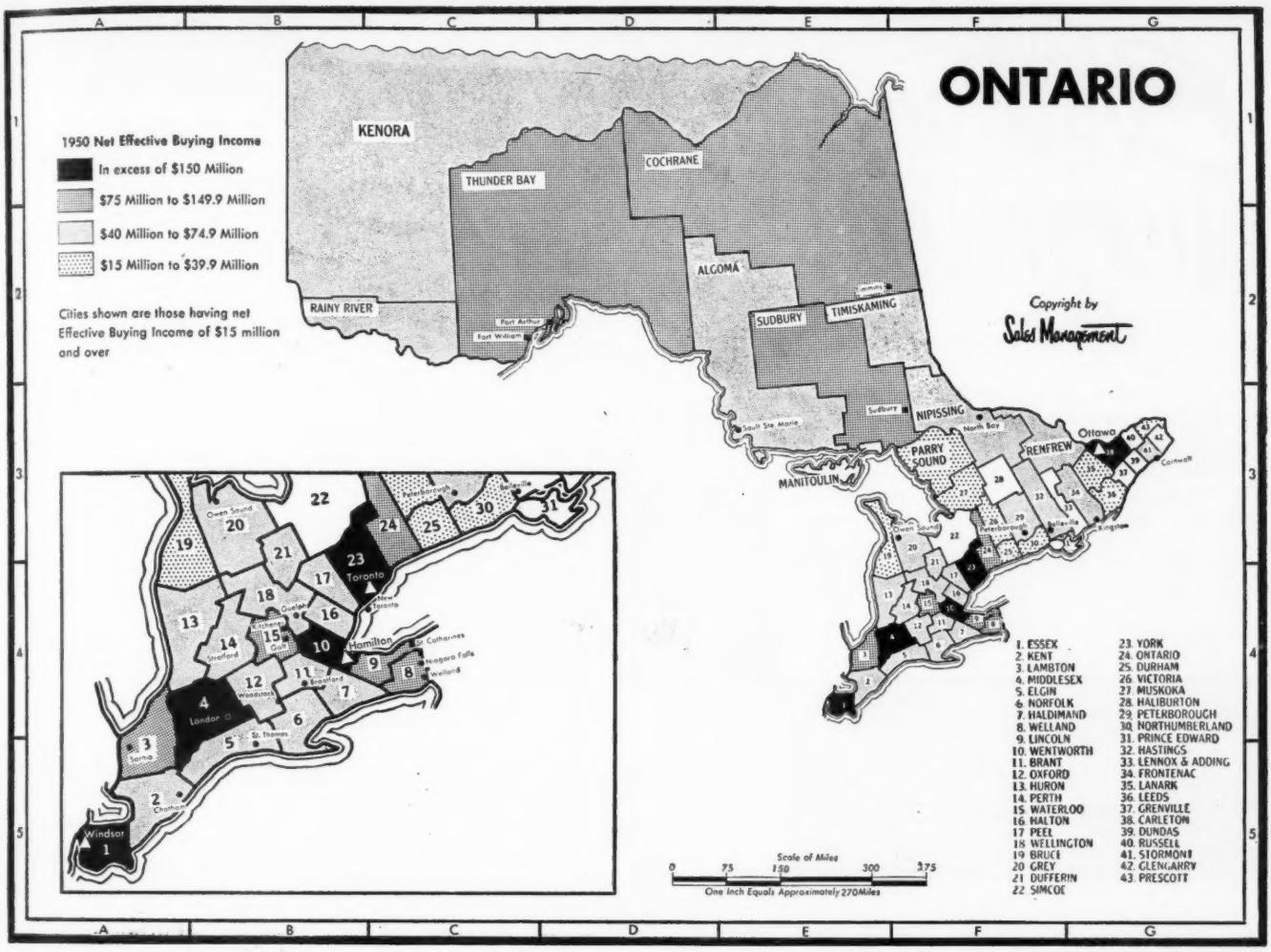
You'll find, too, that Peterborough's 352 retail outlets are alert, aggressive merchandisers, anxious to work with you to test new sales ideas. And you'll get outstanding co-operation from the Peterborough Examiner, the one newspaper that gives you complete coverage of this rich, year-round market.

Many of Canada's leading advertisers have found Peterborough to be one of the most sensitive test cities in Canada. Ask us how leaders like H. J. Heinz Company, Milko, Lyons Tea, Dominion Foils, Red Rose and Blue Ribbon proved their campaigns by testing them first — in Peterborough.

The Peterborough Examiner

T. G. VATCHER & SON, Publishers' Representatives
137 Wellington St. W., Toronto, Ontario

CIRCULATION — 16,108



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ONTARIO — (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Northumberland	C3	33.7	.2396	9.7	.....	17,524	.1681	3,952	1,087	337	3,708	310	.....	31,723	.1975	941	3,270	.1971	82
Ontario	C3	88.0	.6256	25.2	.....	69,816	.6696	15,701	4,387	2,064	15,536	1,391	.....	110,293	.6864	1,253	4,377	.6692	107
Oshawa	.....	42.1	.2993	12.6	.....	45,381	.4353	10,834	3,948	2,002	8,389	974	H	62,604	.3896	1,487	4,969	.3852	129
Oxford	B4	59.5	.4230	17.3	.....	49,556	.4754	8,924	3,651	1,612	10,577	658	.....	64,036	.3985	1,076	3,702	.4264	101
Woodstock	.....	15.7	.1117	4.7	.....	19,409	.1861	4,030	1,976	558	3,508	325	H	20,873	.1299	1,329	4,441	.1431	128
Parry Sound	F3	27.4	.1948	7.0	.....	20,645	.1980	4,660	1,690	377	3,729	214	.....	26,837	.1670	979	3,834	.1818	93
Parry Sound	.....	5.2	.0369	1.4	10	11,774	.1130	2,980	*	*	2,217	*	H	6,189	.0385	1,190	4,421	.0605	164
Peel County	B4	56.2	.3996	16.2	.....	22,440	.2152	5,489	866	176	7,378	461	.....	93,553	.5823	1,665	5,775	.4356	109
Perth	B4	53.2	.3782	15.8	.....	42,586	.4085	8,041	2,992	1,452	8,636	705	.....	62,368	.3881	1,172	3,947	.3922	104
Stratford	.....	19.0	.1351	5.8	.....	22,950	.2201	4,373	2,399	901	4,811	429	H	27,965	.1741	1,472	4,822	.1801	133
Peterborough	F3	61.5	.4373	17.3	.....	47,636	.4569	10,791	4,110	2,024	7,616	869	.....	74,647	.4646	1,214	4,315	.4568	104
Peterborough	.....	38.8	.2759	11.2	.....	40,933	.3926	8,997	4,000	*	6,228	799	H	53,502	.3329	1,379	4,777	.3394	123
Prescott	G3	25.7	.1827	6.1	82	10,897	.1046	2,330	552	314	1,745	88	.....	19,924	.1240	775	3,266	.1299	71
Prince Edward	C3	18.7	.1330	5.6	.....	10,899	.1045	2,222	739	141	2,310	277	.....	13,546	.0843	724	2,419	.1001	75
Rainy River	B2	22.1	.1571	5.8	.....	12,396	.1189	2,959	550	178	2,131	203	.....	24,158	.1504	1,093	4,165	.1422	91
Renfrew	F3	67.1	.4770	17.3	.....	35,480	.3403	7,639	3,279	806	6,805	682	.....	59,424	.3698	886	3,435	.3823	80
Pembroke	.....	12.8	.0910	3.5	18	14,546	.1395	3,132	1,967	508	2,790	334	H	13,154	.0819	1,028	3,758	.1010	111
Russell	G3	17.8	.1266	4.2	78	6,473	.0621	1,150	128	*	1,035	*	.....	10,638	.0662	598	2,533	.0770	61
Simcoe	B3	106.9	.7600	29.6	.....	70,369	.6750	16,778	4,518	2,050	13,286	1,911	.....	107,942	.6718	1,010	3,647	.6904	91
Barrie	.....	12.6	.0896	3.9	.....	18,927	.1816	3,722	1,223	503	4,212	584	H	17,971	.1118	1,426	4,608	.1283	143
Orillia	.....	12.2	.0867	3.4	.....	16,221	.1556	3,656	1,019	686	3,129	364	H	14,206	.0885	1,164	4,178	.1082	125
Stormont	G3	48.9	.3477	12.7	38	29,492	.2829	7,495	2,169	1,263	4,108	498	.....	57,929	.3605	1,185	4,561	.3346	96
Cornwall	.....	17.1	.1216	4.4	33	20,454	.1962	4,459	1,915	*	2,777	420	H	23,271	.1448	1,361	5,289	.1555	128

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

PULLING POWER?

Even we were surprised!



You read circulation in figures. But the power those figures represent is sometimes forgotten. For instance, we were amazed when a recent Spectator-sponsored contest pulled more than 50,000 entries! Here was proof of the value of exclusive coverage, of top reader-reliance.

The Spectator story is impressive. Let our representatives review it with you. Or write direct. Like us, you may be surprised.

The Hamilton Spectator
ESTABLISHED 1846

— Representatives —

Toronto
The Southam Newspapers, Adv. Sales Dept.
Atlas Building, Bay and Temperance Sts.

Montreal
The Southam Newspapers, Adv. Sales Dept.
FRANK R. LEWIS, Manager,
Southam Building.

United States
CONKLIN & WOODWARD, Inc.
New York, Detroit, Chicago, San Francisco, Los Angeles.

Great Britain
F. A. SMYTH,
34 Ludgate Hill, London, E.C. 4, England.

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Sudbury	E2	110.3	.7842	28.5	38	88,141	.8454	19,339	7,918	2,695	10,976	1,554		165,334	1.0290	1,499	5,801	.9249	118
Sudbury		42.5	.3021	11.8	33	62,676	.6011	13,373	5,649	2,661	9,516	967	G	67,175	.4181	1,581	5,693	.4498	149
Thunder Bay	C1	106.0	.7536	27.7		104,816	1.0054	21,497	14,474	1,268	17,103	1,852		137,251	.8542	1,295	4,955	.8794	117
Fort William		35.4	.2517	9.3		46,086	.4421	11,302	6,142	1,026	7,437	747	G	48,294	.3005	1,364	5,193	.3332	132
Port Arthur		31.2	.2218	8.9		40,206	.3856	6,592	5,901	*	7,346	754	H	42,209	.2627	1,353	4,743	.2913	131
Timiskaming	E2	50.2	.3569	13.0	21	44,443	.4263	13,394	2,876	1,040	6,838	1,058		75,208	.4681	1,498	5,785	.4333	121

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

BLANKETS ONTARIO'S 6th LARGEST CITY

The Sudbury Daily Star

THE LARGEST DAILY NEWSPAPER IN NORTHERN ONTARIO

OVER 17,000 EMPLOYEES EARN HIGHEST AVERAGE WEEKLY WAGE!

March 1952 report by the Ontario Bureau of Statistics and Research shows Sudbury Workers receive average weekly wage of $69.74—the HIGHEST in Ontario.

Get your share of this HIGHEST of Quality Markets by scheduling your advertising in the only medium that blankets this rapidly expanding area.

SUDBURY – Ontario's IDEAL TEST MARKET for your Campaign

MEMBER: THE CANADIAN PRESS • CANADIAN DAILY NEWSPAPERS ASSOCIATION • AUDIT BUREAU OF CIRCULATIONS

J. R. MEAKES - Publisher and General Manager R. W. PEARSON - Advertising Manager

In Canada

more people listen regularly to CFRB than to any other single independent station*

*Most-recent BBM figures show CFRB's coverage as 619,050 radio homes daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market that accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts— 1010 K.C.

Representatives:
United States: Adam J. Young, Jr., Inc.
Canada: All-Canada Radio Facilities Limited

YOUR NO. 1 STATION IN CANADA'S NO. 1 MARKET

ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Victoria	F3	27.4	.1948	7.9	.....	19,791	.1898	4,539	1,630	346	3,913	285	.....	25,764	.1603	940	3,261	.1760	90
Lindsay	.....	9.8	.0697	2.9	.....	14,135	.1356	3,160	1,499	*	2,508	163	H	11,857	.0738	1,210	4,089	.0915	131
Waterloo	B4	127.8	.9086	37.1	.....	100,913	.9679	23,463	7,868	4,612	16,392	1,672	.....	160,217	.9972	1,254	4,319	.9706	107
Galt	.....	19.4	.1379	6.0	.....	22,423	.2151	5,956	1,626	1,036	3,673	391	H	27,044	.1683	1,394	4,507	.1762	128
Kitchener	.....	45.5	.3235	13.4	.....	50,189	.4814	10,752	5,382	2,985	7,662	761	G	60,620	.3773	1,332	4,524	.3977	123
Welland	C4	124.8	.8873	36.3	.....	121,061	1.1612	32,680	7,945	5,102	21,475	3,458	.....	186,954	1.1635	1,498	5,150	1.1075	125
Niagara Falls	.....	23.1	.1643	7.0	.....	44,762	.4294	10,322	3,781	2,147	8,716	1,483	H	37,150	.2312	1,608	5,307	.2772	169
Welland	.....	15.5	.1102	4.5	11	30,809	.2955	6,595	1,983	1,229	7,258	650	H	23,508	.1463	1,517	5,224	.1838	167
Wellington	B4	67.7	.4813	19.0	.....	53,780	.5159	11,913	3,004	2,009	10,699	1,075	.....	78,415	.4880	1,158	4,127	.4950	103
Guelph	.....	27.6	.1962	8.1	.....	32,098	.3078	7,745	2,096	1,547	5,922	634	H	36,142	.2249	1,309	4,462	.2440	124
Wentworth	B4	269.2	1.9140	80.9	.....	263,422	2.5267	52,786	32,221	11,036	44,970	7,165	.....	414,656	2.5807	1,540	5,126	2.4311	127
Hamilton	.....	210.8	1.4987	64.1	.....	244,078	2.3412	48,319	31,833	10,924	40,862	6,962	E	333,200	2.0738	1,581	5,198	2.0390	136
York	B3	1,185.9	8.4314	359.7	.....	1,351,601	12.9643	261,152	296,667	42,160	172,110	38,815	.....	1,940,139	12.0747	1,636	5,394	11.6129	138

*Withheld to avoid disclosure.

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ONTARIO — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (In thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Toronto		681.6	4.8460	204.9		1,202,925	11.5383	206,310	290,734	40,474	142,851	32,993	B	1,188,323	7.3956	1,743	5,800	8.1284	168
New Toronto		11.3	.0803	2.9		11,484	.1101	4,178	593	211	2,065	427		19,177	.1194	1,697	6,613	.1087	135
Total Above Cities		2,078.0	14.7739	608.8		2,940,960	28.2092	584,589	472,030	110,441	433,381	72,257		3,318,683	20.6543	1,597	5,451	21.7432	147
Province Total		4,635.5	32.9570	1,320.7	9	4,010,744	38.4704	854,920	526,221	133,120	642,216	97,016		6,333,714	39.4187	1,366	4,796	37.8411	115
Per Capita						865		184	114	29	139	21							
Per Family						3,037		647	398	101	488	73							

MANITOBA

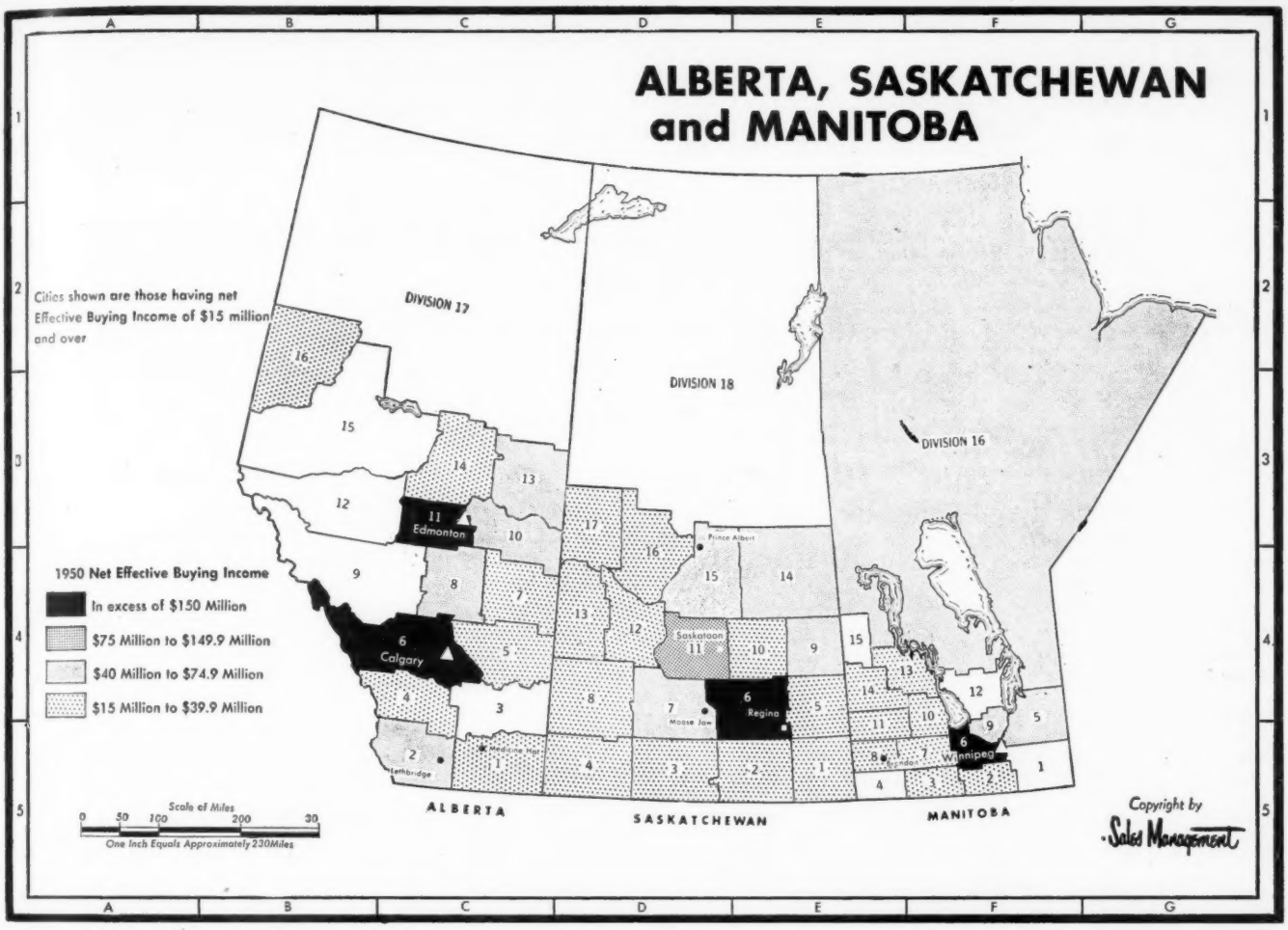
City and Population (in thousands)		County	City and Population (in thousands)		County
Brandon	20.6	Division 7	Winnipeg	234.8	Division 6

Division 1	F5	23.9	.1699	5.3	23	6,221	.0597	933		*	2,135	*		16,799	.1046	703	3,170	.1043	61
Division 2	F5	39.0	.2773	9.1	15	15,869	.1522	1,459	44	19	5,257	267		28,964	.1802	743	3,183	.1914	69
Division 3	F5	22.8	.1621	6.0	28	10,346	.0992	1,139		4	2,558	228		23,527	.1464	1,032	3,921	.1355	84
Division 4	E5	15.1	.1074	4.2		9,035	.0867	1,327	*	*	2,446	*		21,631	.1347	1,433	5,150	.1148	107
Division 5	F4	52.5	.3732	14.9		14,234	.1365	4,009	693	39	2,801	220		55,585	.3459	1,059	3,731	.2886	77
Division 6	F5	329.5	2.3427	98.4		480,722	4.6110	60,316	173,268	6,643	88,972	10,054		465,562	2.8975	1,413	4,731	3.3005	141
Winnipeg		234.8	1.6694	76.4		448,051	4.2976	50,017	172,444	6,447	80,982	9,268	C	345,595	2.1509	1,472	4,523	2.6986	103
Division 7	F5	40.7	.2893	11.0		39,788	.3817	5,556	4,113	575	10,260	808		40,713	.2534	1,000	3,701	.2991	103
Brandon		20.6	.1464	5.4		31,533	.3025	4,334	*	572	7,967	586	H	26,718	.1661	1,297	4,948	.2001	127
Division 8	E5	19.5	.1387	5.3		9,977	.0957	1,893	*	*	2,748	347		18,398	.1145	943	3,471	.1139	82

*Withheld to avoid disclosure.

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MANITOBA — (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Division 9	F5	58.8	.4180	16.3	.....	17,991	.1725	6,050	204	90	3,887	743	.....	69,269	.4311	1,178	4,250	.3509	84
Division 10	F4	19.3	.1372	5.2	.....	8,391	.0805	835	452	32	3,135	161	.....	20,159	.1254	1,045	3,877	.1142	83
Division 11	E5	25.0	.1778	6.6	.....	11,643	.1117	1,768	*	10	3,490	320	.....	27,763	.1728	1,111	4,207	.1554	87
Division 12	F4	23.4	.1663	5.9	10	6,700	.0643	610	.....	*	1,698	57	.....	18,057	.1124	772	3,061	.1087	65
Division 13	F4	24.5	.1742	5.4	12	14,223	.1364	1,506	1,424	37	3,959	232	.....	18,941	.1179	773	3,508	.1347	77
Division 14	E4	23.4	.1664	6.0	.....	8,001	.0767	1,034	*	*	2,238	193	.....	19,003	.1183	812	3,167	.1154	69
Division 15	E4	12.5	.0889	3.1	.....	4,301	.0413	658	*	*	1,216	129	.....	10,617	.0660	849	3,425	.0631	71

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CKRC

reaches more radio homes than any other station in Manitoba.

WINNIPEG

630 KILOCYCLES

FINAL FIGURES, TOTAL WEEKLY B.B.M. 1950

Daytime 176,860

Nighttime 170,040

REPRESENTATIVES — ALL CANADA RADIO FACILITIES • IN U.S.A. — WEED & CO.

MANITOBA — (Continued)

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COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Division 16	F3	45.6	.3242	11.7		18,988	.1821	3,447	1,466	127	1,211	433		68,581	.4268	1,504	5,862	.3328	103
Total Above Cities		255.4	1.8158	81.8		479,584	4.6001	54,351	172,444	7,019	88,949	9,854		372,313	2.3110	1,458	4,552	2.8987	160
Province Total		775.5	5.5136	214.4	8	676,430	6.4882	92,340	182,440	7,741	138,011	14,311		923,569	5.7479	1,191	4,308	5.9233	107
Per Capita						872		119	235	10	178	18							
Per Family						3,155		438	851	36	644	67							

SASKATCHEWAN

City and Population (in thousands)	County
Moose Jaw 24.3	Division 7
Prince Albert 17.1	Division 15
Regina 70.0	Division 6
Saskatoon 52.8	Division 11
Swift Current 7.4	Division 8

Division 1	E5	35.4	.2517	10.0	10	16,766	.1608	2,332	*	*	2,861	360		37,810	.2353	1,068	3,781	.2164	85
Division 2	E5	34.6	.2460	9.0		17,887	.1716	2,170	1,277	21	3,054	315		34,569	.2152	999	3,841	.2084	85
Division 3	D5	29.4	.2090	7.8	20	16,660	.1598	1,758	112	42	4,008	199		25,282	.1573	860	3,241	.1685	81
Division 4	D5	16.7	.1187	4.6	10	14,963	.1435	1,141	*	*	3,666	268		22,087	.1375	1,323	4,802	.1356	114
Division 5	E4	48.9	.3477	13.2		22,521	.2160	2,603	2,147	75	3,566	399		44,565	.2773	911	3,378	.2729	78
Division 6	E4	112.6	.8005	32.5		152,271	1.4606	18,017	84,065	1,582	20,275	2,088		160,916	1.0015	1,429	4,951	1.0990	137
Regina		70.0	.4977	21.4		132,476	1.2707	15,495	84,065	1,535	17,639	1,754	E	112,862	.7024	1,612	5,274	.8319	167
Division 7	D4	50.5	.3591	14.8		45,567	.4371	7,120	10,391	738	6,962	731		85,548	.5324	1,694	5,780	.4693	131
Moose Jaw		24.3	.1727	7.4		29,619	.2841	5,981	10,391	*	5,430	577	H	44,413	.2764	1,828	6,002	.2579	149
Division 8	D4	35.2	.2502	9.5		33,049	.3170	3,187	5,200	359	7,195	541		36,845	.2293	1,047	3,878	.2599	104
Swift Current		7.4	.0527	2.1		12,468	.1196	1,242	5,183	*	2,803	252	H	11,001	.0685	1,487	5,239	.0806	153
Division 9	E4	54.9	.3904	15.0		25,978	.2491	3,503	2,741	188	3,706	428		53,445	.3327	973	3,563	.3193	82
Division 10	E4	37.6	.2673	9.8		13,584	.1303	1,844	*	*	2,540	251		41,385	.2575	1,101	4,223	.2215	83
Division 11	D4	84.1	.5979	24.5		88,171	.8458	14,092	25,587	1,791	11,112	2,441		138,998	.8651	1,653	5,673	.8058	135
Saskatoon		52.8	.3753	16.4		69,967	.6711	11,665	25,447	1,774	7,872	2,154	F	95,729	.5958	1,813	5,837	.5742	153
Division 12	D4	27.9	.1984	7.9		19,138	.1835	2,513	491	45	3,469	372		26,931	.1676	965	3,409	.1786	90
Division 13	D4	30.6	.2175	8.1		19,366	.1858	2,443		31	3,621	312		28,773	.1791	940	3,552	.1889	87
Division 14	E4	61.7	.4387	16.1		28,207	.2705	2,958	2,283	95	5,174	576		54,209	.3373	879	3,367	.3378	77
Division 15	D4	81.0	.5759	20.4	15	41,703	.4000	5,646	4,843	748	5,747	821		88,877	.5532	1,097	4,357	.5119	89
Prince Albert		17.1	.1216	4.9		18,766	.1800	3,218	4,649	709	2,931	460	H	23,837	.1483	1,394	4,865	.1524	125
Division 16	D4	45.1	.3206	11.7	15	21,755	.2087	3,047	1,994	242	3,288	432		45,117	.2808	1,000	3,856	.2673	83
Division 17	D3	28.9	.2055	7.8	14	12,966	.1244	1,328		*	2,085	332		27,570	.1716	954	3,535	.1642	80
Division 18	D3	14.6	.1038	3.8	42	3,102	.0297	200	*		87	50		14,624	.0910	1,002	3,848	.0751	72
Total Above Cities		171.6	1.2200	52.2		263,296	2.5255	37,601	129,735	4,018	36,675	5,197		287,842	1.7914	1,677	5,514	1.8970	155
Province Total		829.7	5.8989	226.5	8	593,654	5.6942	75,900	143,653	6,016	92,416	10,916		967,551	6.0217	1,168	4,272	5.9002	100
Per Capita						716		91	173	7	111	13							
Per Family						2,621		335	634	27	408	48							

ALBERTA

City and Population (in thousands)	County
Calgary 128.4	Division 6
Edmonton 160.9	Division 11
Lethbridge 23.1	Division 2
Medicine Hat 16.6	Division 1
Red Deer 7.7	Division 8

Division 1	C5	36.4	.2588	10.9		35,892	.3443	5,501	3,089	772	5,908	569		47,308	.2944	1,300	4,340	.3024	117
Medicine Hat		16.6	.1180	5.3		25,653	.2461	3,839	3,080	*	4,103	409	H	24,994	.1556	1,506	4,716	.1752	148
Division 2	C5	72.3	.5140	21.3		74,274	.7124	12,315	9,462	1,275	13,568	1,374		88,931	.5535	1,230	4,175	.5934	115
Lethbridge		23.1	.1643	7.4		37,865	.3632	5,377	7,876	1,089	6,919	623	G	32,175	.2002	1,393	4,348	.2419	147
Division 3	C4	17.2	.1223	4.6		7,408	.0711	788	*	*	1,976	148		17,550	.1092	1,020	3,815	.1005	82
Division 4	C4	29.4	.2090	9.0		16,263	.1559	2,948	202	48	4,334	420		33,071	.2058	1,125	3,675	.1917	92
Division 5	C4	16.2	.1152	4.6		8,743	.0840	1,244		6	2,156	128		18,436	.1148	1,138	4,008	.1058	92
Division 6	C4	197.3	1.4027	62.2		257,792	2.4727	40,548	47,552	9,225	38,863	4,095		265,380	1.6516	1,345	4,267	1.8483	132
Calgary		128.4	.9128	42.8		203,655	1.9534	33,249	47,076	8,487	28,759	2,948	E	195,503	1.2167	1,523	4,568	1.3769	151
Division 7	C4	32.7	.2324	9.4		16,171	.1551	2,490	*	*	3,899	406		32,115	.1999	982	3,416	.1929	83
Division 8	C4	74.9	.5326	20.8		57,652	.5530	7,088	6,168	511	12,118	1,456		75,231	.4682	1,004	3,617	.5065	95
Red Deer		7.7	.0548	2.5		13,011	.1248	1,104	2,832	176	3,444	466	E	7,963	.0496	1,034	3,185	.0732	134
Division 9	B4	31.8	.2261	9.2		12,780	.1225	1,094		11	2,208	405		37,225	.2317	1,171	4,046	.1978	98

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WHY FIGURE EDMONTON IN YOUR SALES PLAN?

POPULATION

During the ten year period from 1941 to 1951 the population of Edmonton, oil-rich capital of Alberta, increased 70% to 159,631, the largest percentage gain of any major Canadian city.

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The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

ALBERTA — (Continued)

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Division 10	C3	50.6	.3598	13.6	.....	21,518	.2064	2,409	113	177	4,827	406	.....	57,617	.3586	1,139	4,237	.3131	87
Division 11	C3	228.4	1.6238	68.0	.....	252,092	2.4181	33,076	69,169	7,590	28,170	3,883	.....	301,759	1.8780	1,321	4,438	1.9891	122
Edmonton	.....	160.9	1.1439	50.6	.....	226,883	2.1762	30,761	69,169	7,514	24,790	3,495	E	223,960	1.3938	1,392	4,426	1.5785	138
Division 12	B3	17.8	.1268	4.8	.....	6,658	.0638	699	718	*	951	78	.....	19,322	.1202	1,086	4,025	.1945	83
Division 13	C3	30.5	.2168	7.8	22	8,208	.0788	544	*	12	1,006	*	.....	26,495	.1649	869	3,397	.1494	69
Division 14	C3	47.4	.3370	12.5	11	14,067	.1349	979	*	64	2,438	235	.....	43,380	.2700	915	3,470	.2428	72
Division 15	B3	21.9	.1557	5.6	23	5,532	.0530	326	*	54	*	110	.....	15,779	.0982	721	2,818	.0961	62
Division 16	B2	32.9	.2340	8.7	.....	12,664	.1215	1,158	*	94	2,797	198	.....	26,557	.1653	807	3,053	.1659	71
Division 17	C2	11.7	.0831	2.7	11	2,278	.0219	21	.....	.....	*	*	.....	4,769	.0297	408	1,766	.0380	46
Total Above Cities	.....	336.7	2.3938	108.6	.....	507,067	4.8637	74,330	130,033	17,266	68,015	7,941	.....	484,595	3.0159	1,439	4,462	3.4457	144
Province Total	.....	949.4	6.7498	275.7	6	809,997	7.7694	113,226	141,101	20,011	126,116	14,011	.....	1,110,925	6.9140	1,170	4,029	7.1382	106
Per Capita	.....	.....	.....	.....	.....	853	.....	119	149	21	133	15	.....	.....	.....	.....	.....	.....	.....
Per Family	.....	.....	.....	.....	.....	2,938	.....	411	512	73	457	51	.....	.....	.....	.....	.....	.....	.....

BRITISH COLUMBIA

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Nelson	6.8	Division 2	New Westminster	29.3	Division 4	Vancouver	350.5	Division 4
Nanaimo	7.3	Division 5	Prince Rupert	8.6	Division 9	Victoria	52.3	Division 5
			Trail	11.5	Division 2			

Division 1	E5	28.3	.2012	8.7	.....	24,723	.2371	4,462	3,268	171	6,450	450	.....	44,515	.2770	1,573	5,117	.2499	124
Division 2	E5	61.2	.4351	20.2	.....	52,741	.5059	10,443	6,608	1,468	12,418	855	.....	96,640	.6015	1,579	4,784	.5396	124

*Withheld to avoid disclosure.

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Before using these figures, see explanation page 623.

1ST NEWSPAPER IN CANADA'S FASTEST GROWING MARKET

SUN first in Coverage

In Vancouver city, the Sun covers 80.2% of all families. In Vancouver metropolitan area the Sun covers 74.8% of the families. And that's just part of the story — in the rich Vancouver trading area the Sun has a phenomenal 66% coverage of families, and in the 11 cities over 5,000 throughout British Columbia, the Sun reaches 38% of families. Any way you look at it, the Sun is the first newspaper in Canada's fastest growing market.



VANCOUVER REACHES FOR The Vancouver SUN

BRITISH COLUMBIA — (Continued)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Map Code	POPULATION ESTIMATES SM 1/1/52 Total (thousands)	% of Canada	Families (thousands)	% French Origin	RETAIL SALES—1951 SM ESTIMATES Dollars (add 000)	% of Canada	FIVE STORE GROUPS (in thousands of dollars—add 000) Food	General Mdse.	Furn.-House-Radio	Automotive	Drug	WHOLESALE SALES SM Volume Code	NET EFFECTIVE BUYING INCOME—1951 SM ESTIMATES Net Dollars (add 000)	% of Canada	Per Capita	Per Family	% Canada Potential	Quality Index
Nelson		6.8	.0483	2.3		14,867	.1426	2,247	1,293	680	5,149	299	H	9,705	.0604	1,427	4,220	.0826	171
Trail		11.5	.0818	3.8		20,297	.1947	3,715	4,074	552	4,942	228	H	18,821	.1171	1,637	4,953	.1333	163
Division 3	D5	79.6	.5659	25.0		53,589	.5140	10,093	2,140	916	15,829	1,229		65,374	.4069	821	2,615	.4708	83
Division 4	D5	660.8	4.6980	222.9		702,866	6.7418	134,776	116,543	16,394	140,502	13,674		943,417	5.8714	1,428	4,232	5.8978	126
Vancouver		350.5	2.4920	120.6		555,264	5.3260	95,691	113,047	13,279	106,782	10,685	C	613,914	3.8208	1,752	5,090	4.0066	161
New Westminster		20.3	.2083	9.4		49,201	.4719	12,130	1,748	1,803	11,240	822	H	42,928	.2672	1,465	4,567	.3168	152
Division 5	C5	219.4	1.5599	73.0		231,152	2.2172	43,491	31,613	4,892	60,494	4,528		309,105	1.9238	1,409	4,234	1.9390	124
Nanaimo		7.3	.0519	2.5		20,804	.1996	3,479	3,351	587	7,864	317	H	11,500	.0721	1,588	4,636	.1063	205
Victoria		52.3	.3718	17.3		138,692	1.3303	20,441	26,239	3,522	36,296	2,943	G	73,721	.4588	1,410	4,261	.7028	180
Division 6	D4	42.6	.3029	12.6		29,083	.2790	3,960	3,176	286	6,417	442		47,291	.2943	1,110	3,753	.2917	96
Division 7	C4	18.6	.1322	5.5		10,010	.0960	1,053	1,629	*	829	192		28,378	.1766	1,526	5,160	.1436	109
Division 8	C3	41.1	.2922	9.2		21,811	.2092	3,231	*	*	4,485	444		38,456	.2394	936	4,180	.2409	82
Division 9	C1	21.2	.1507	5.5		21,887	.2099	3,470	3,434	562	1,141	302		27,688	.1723	1,306	5,034	.1792	119
Prince Rupert		8.6	.0611	2.8		12,471	.1196	2,775	*	*	*	*	H	13,055	.0813	1,518	4,663	.0887	145
Division 10	D1	14.6	.1038	4.0		6,792	.0652	271	*	18	1,645	25		6,434	.0400	441	1,609	.0603	90
Total Above Cities		466.3	3.3152	158.7		811,596	7.7847	140,478	149,752	20,423	172,273	15,294		783,734	4.8777	1,681	4,938	5.4371	164
Province Total		1,187.4	8.4419	386.6		1,154,654	11.0753	215,250	171,214	25,044	250,210	22,141		1,607,298	10.0032	1,354	4,158	10.0128	119
Per Capita						972		181	144	21	211	19							
Per Family						2,987		557	443	65	647	57							

*Withheld to avoid disclosure.

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Canadian Pictographs are on pages 628 and 631